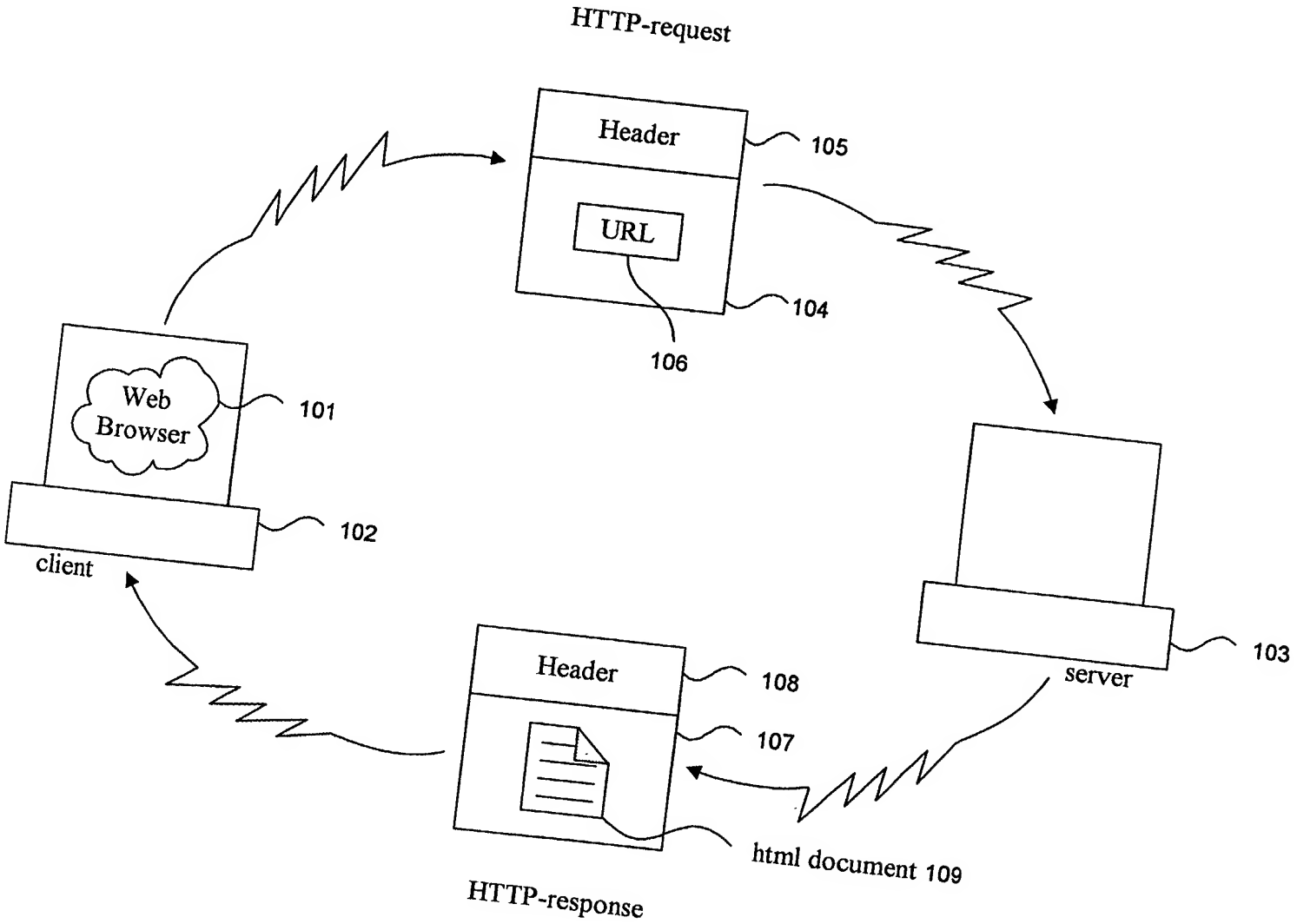

HTTP-request
Header
105
URL
104
106
Web
Browser
101
102
client
server
103
Header
108
107
html document 109
HTTP-response

Fig. 1

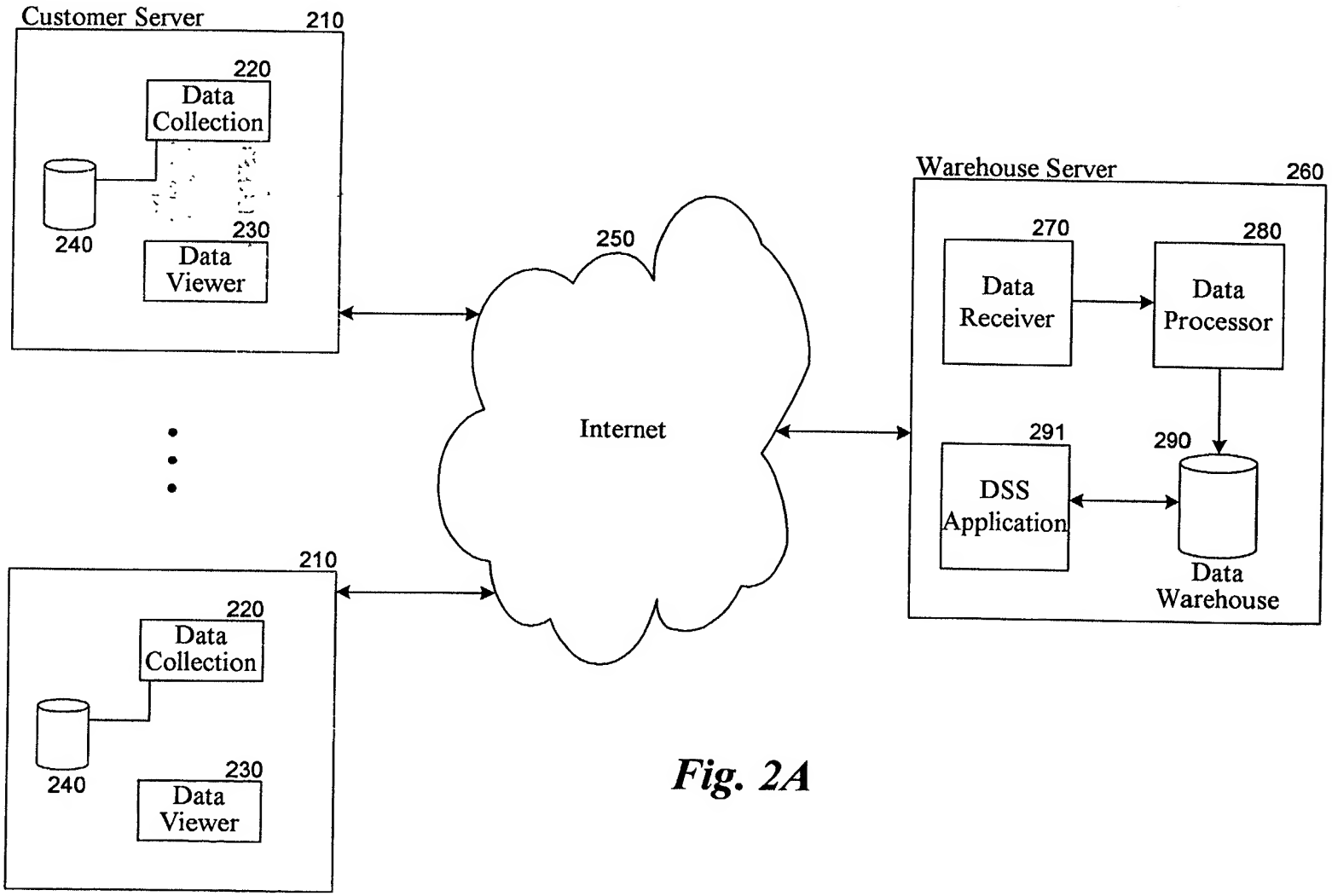

Customer Server
210
220
Data Collection
240
230
Data Viewer
210
220
Data Collection
240
230
Data Viewer
250
Internet
Warehouse Server
260
270
Data Receiver
280
Data Processor
291
DSS Application
290
Data Warehouse

Fig. 2A

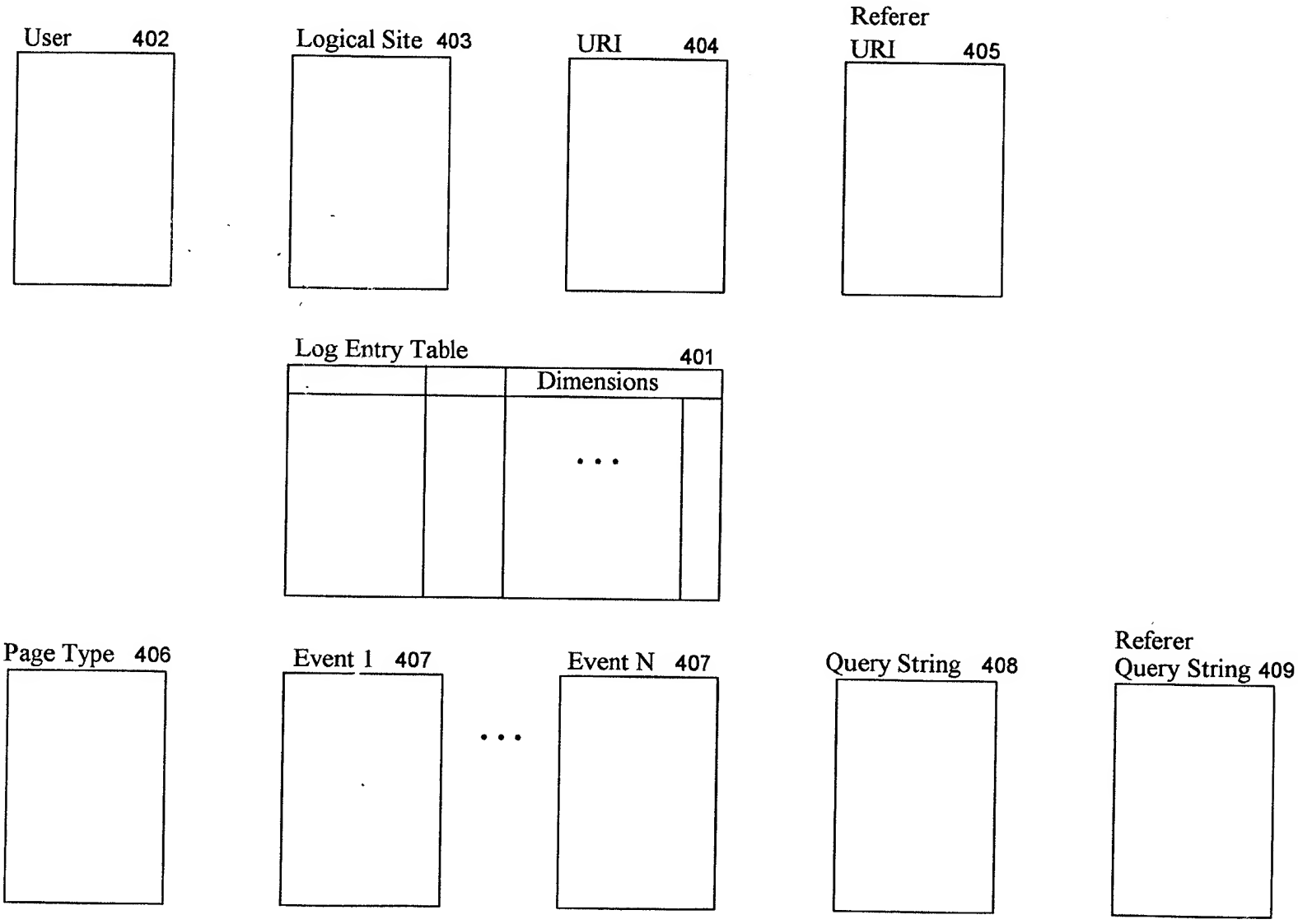

User 402
Logical Site 403
URI 404
Referer URI 405
Log Entry Table 401
Dimensions
Page Type 406
Event 1 407
Event N 407
Query String 408
Referer Query String 409

Fig. 4

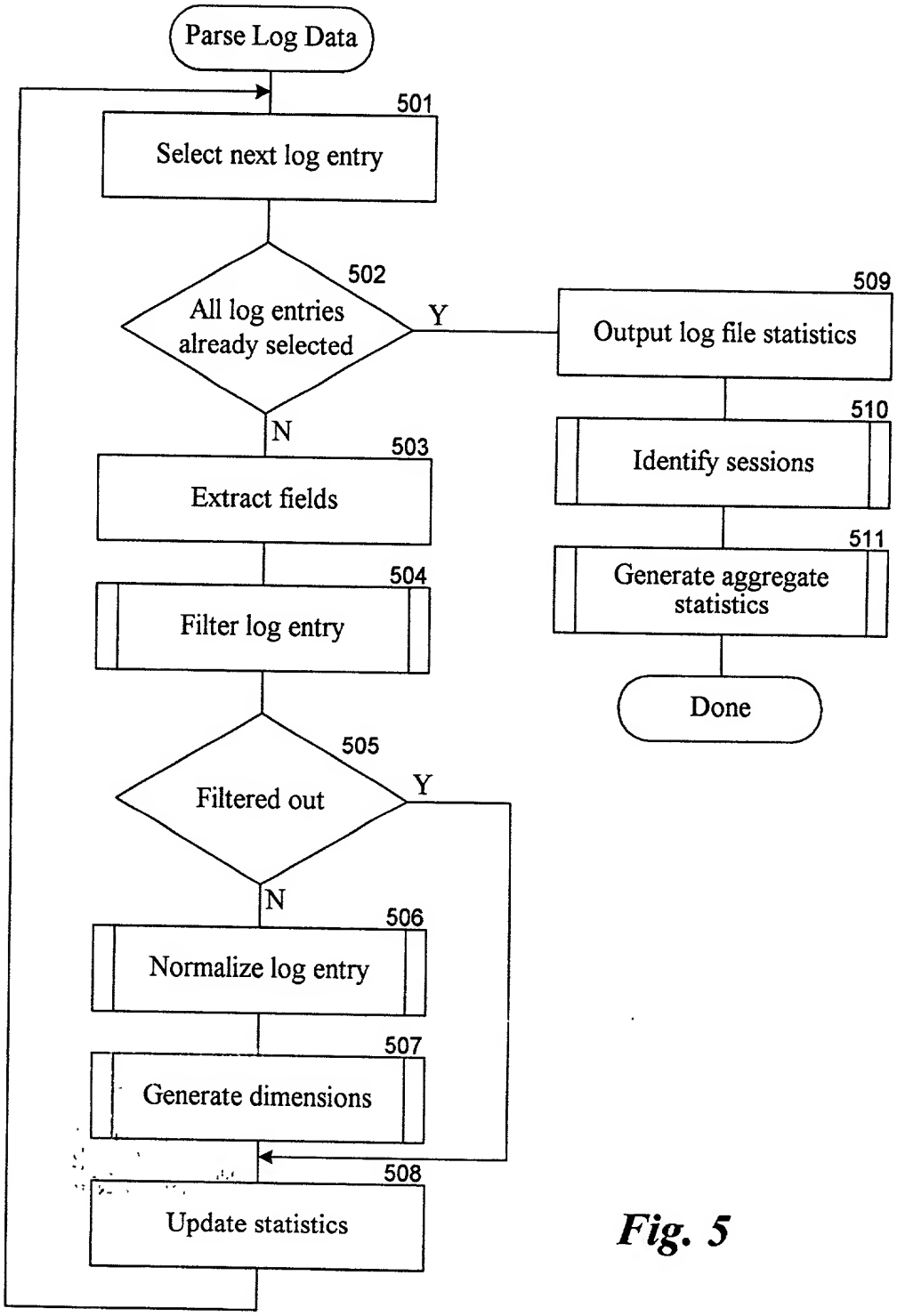

Parse Log Data
501
Select next log entry
502
All log entries already selected
Y
N
509
Output log file statistics
510
Identify sessions
511
Generate aggregate statistics
Done
503
Extract fields
504
Filter log entry
505
Filtered out
Y
N
506
Normalize log entry
507
Generate dimensions
508
Update statistics

Fig. 5

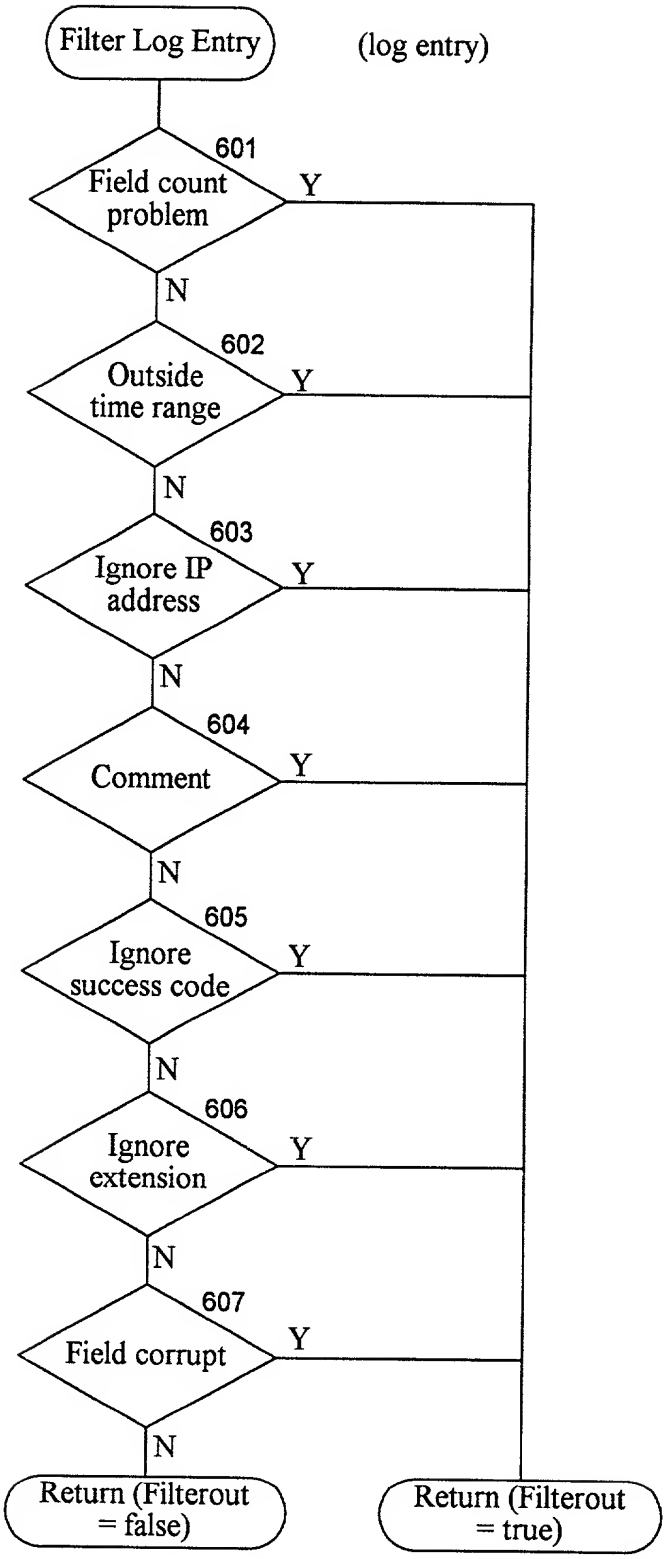

Filter Log Entry
(log entry)
601
Field count problem
Y
N
602
Outside time range
Y
N
603
Ignore IP address
Y
N
604
Comment
Y
N
605
Ignore success code
Y
N
606
Ignore extension
Y
N
607
Field corrupt
Y
N
Return (Filterout = false)
Return (Filterout = true)

Fig. 6

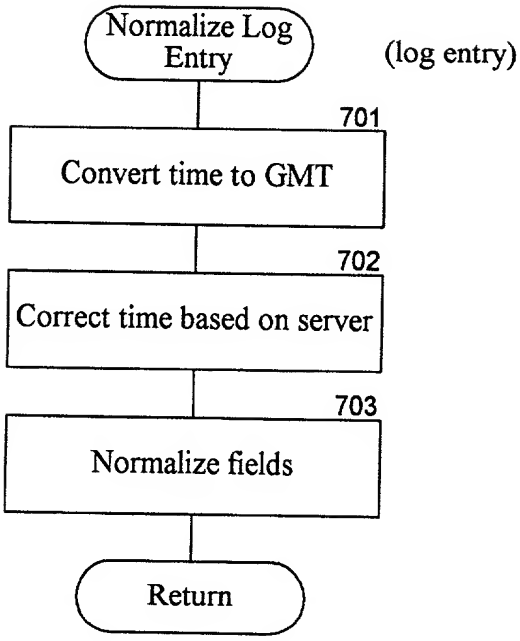

Normalize Log Entry
(log entry)
701
Convert time to GMT
702
Correct time based on server
703
Normalize fields
Return

Fig. 7

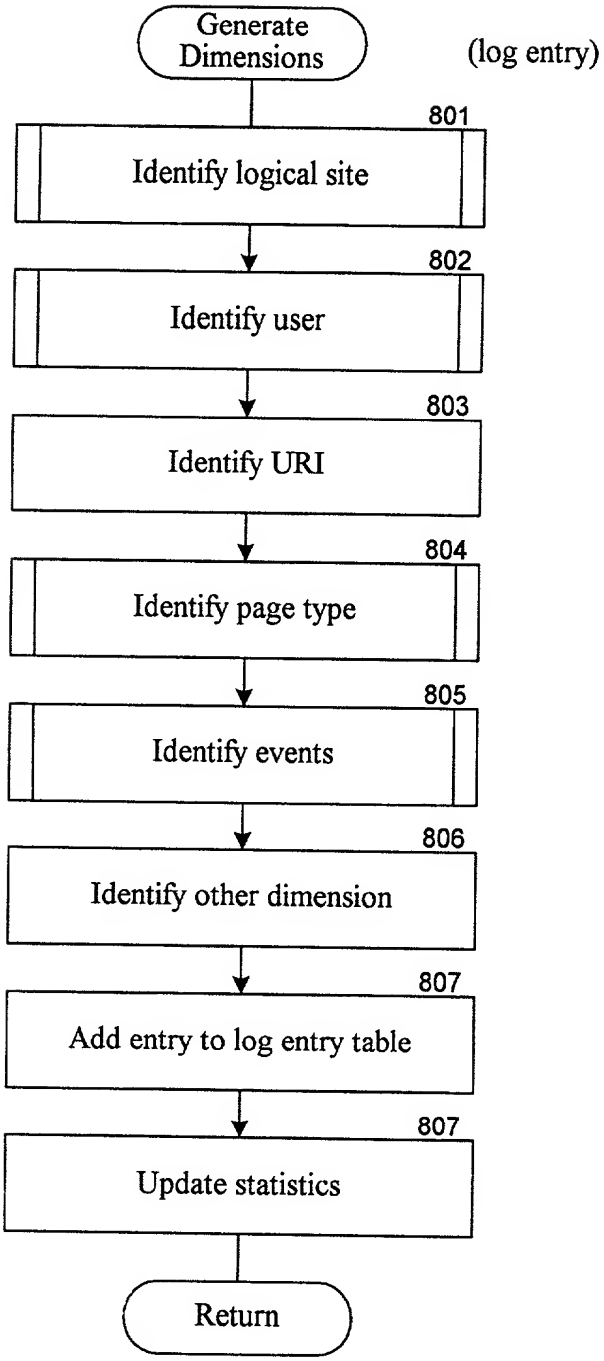

Generate Dimensions
(log entry)
801
Identify logical site
802
Identify user
803
Identify URI
804
Identify page type
805
Identify events
806
Identify other dimension
807
Add entry to log entry table
807
Update statistics
Return

Fig. 8

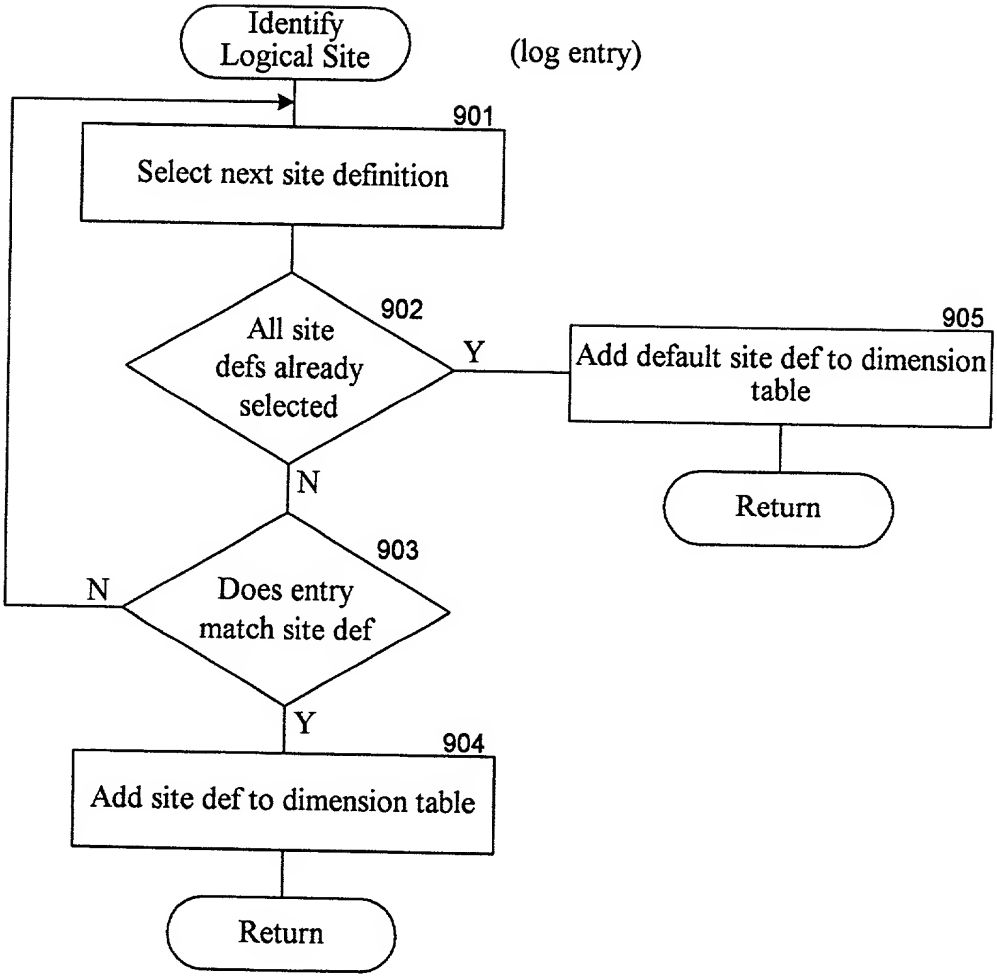

Identify Logical Site
(log entry)
901
Select next site definition
902
All site defs already selected
Y
905
Add default site def to dimension table
Return
N
903
Does entry match site def
N
Y
904
Add site def to dimension table
Return

Fig. 9

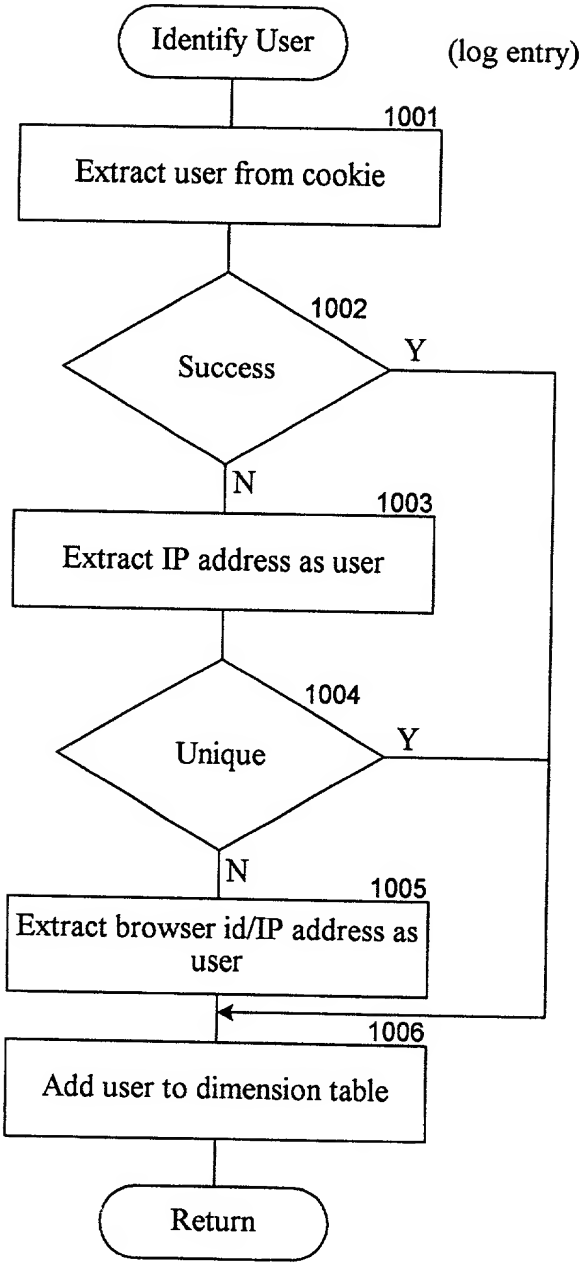

Identify User
(log entry)
1001
Extract user from cookie
1002
Success
Y
N
1003
Extract IP address as user
1004
Unique
Y
N
1005
Extract browser id/IP address as user
1006
Add user to dimension table
Return

Fig. 10

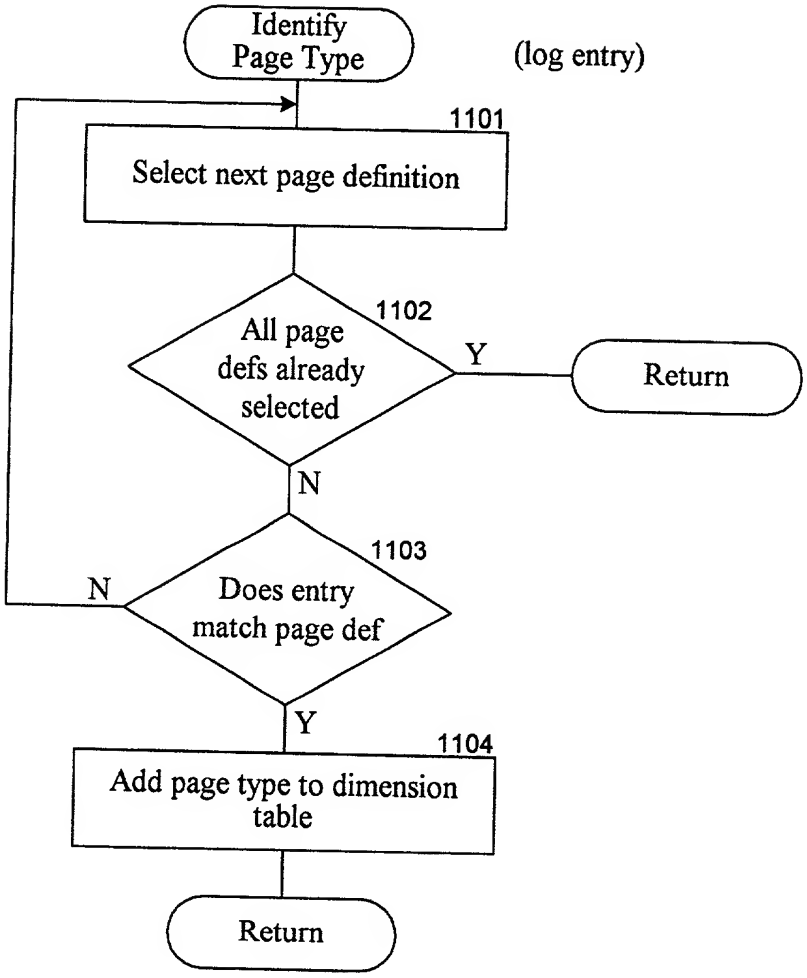

Identify Page Type
(log entry)
1101
Select next page definition
1102
All page defs already selected
Y
Return
N
1103
N
Does entry match page def
Y
1104
Add page type to dimension table
Return

Fig. 11

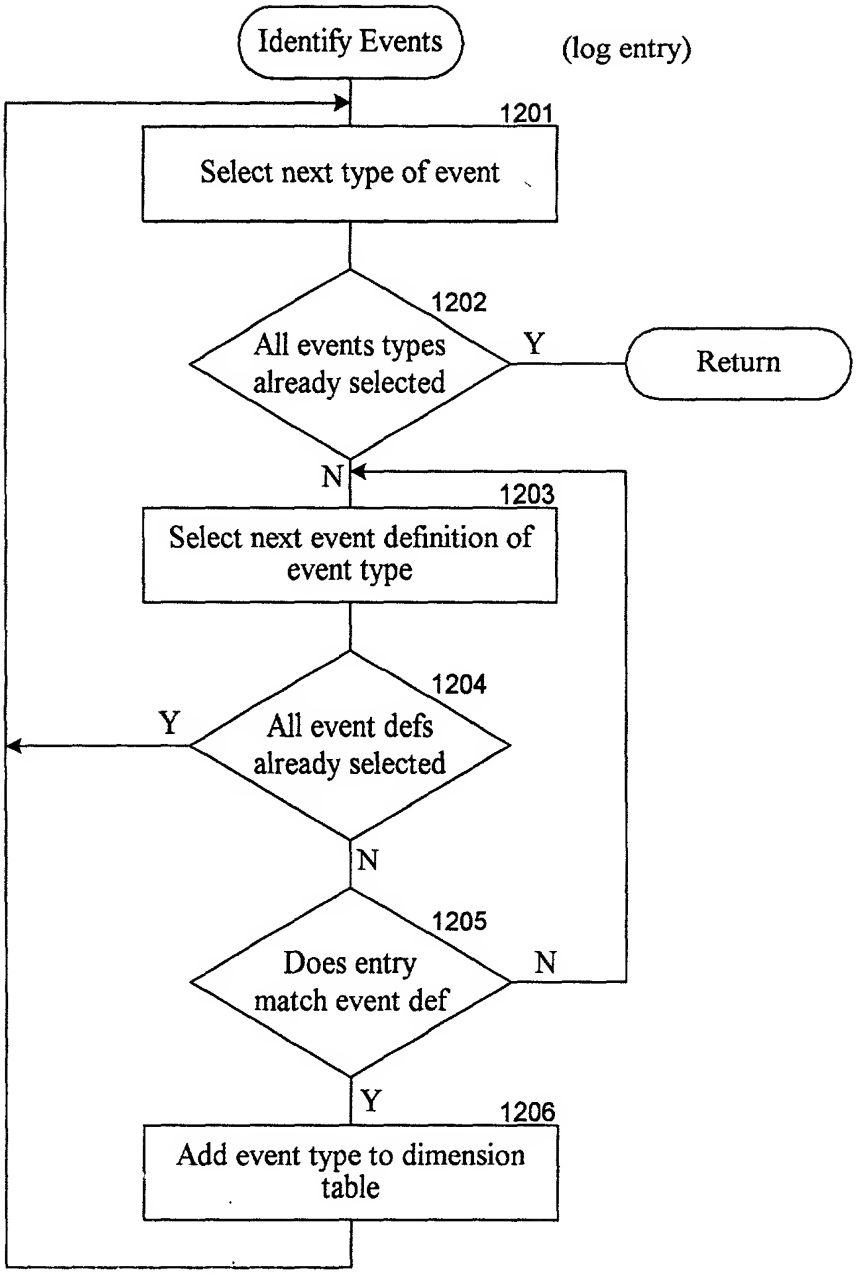

Identify Events
(log entry)
1201
Select next type of event
1202
All events types already selected
Y
Return
N
1203
Select next event definition of event type
1204
Y
All event defs already selected
N
1205
Does entry match event def
N
Y
1206
Add event type to dimension table

Fig. 12

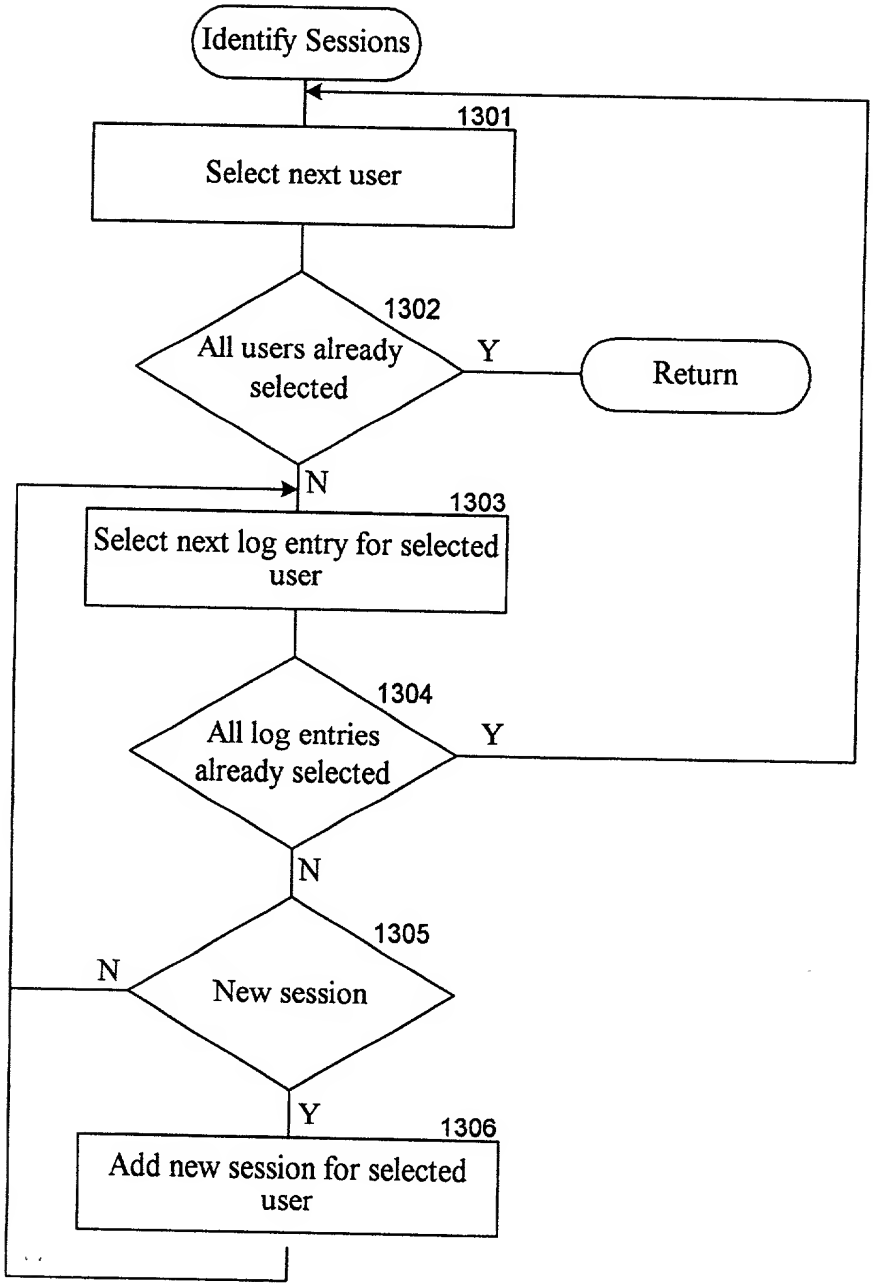

Identify Sessions
1301
Select next user
1302
All users already selected
Y
Return
N
1303
Select next log entry for selected user
1304
All log entries already selected
Y
N
1305
N
New session
Y
1306
Add new session for selected user

Fig. 13

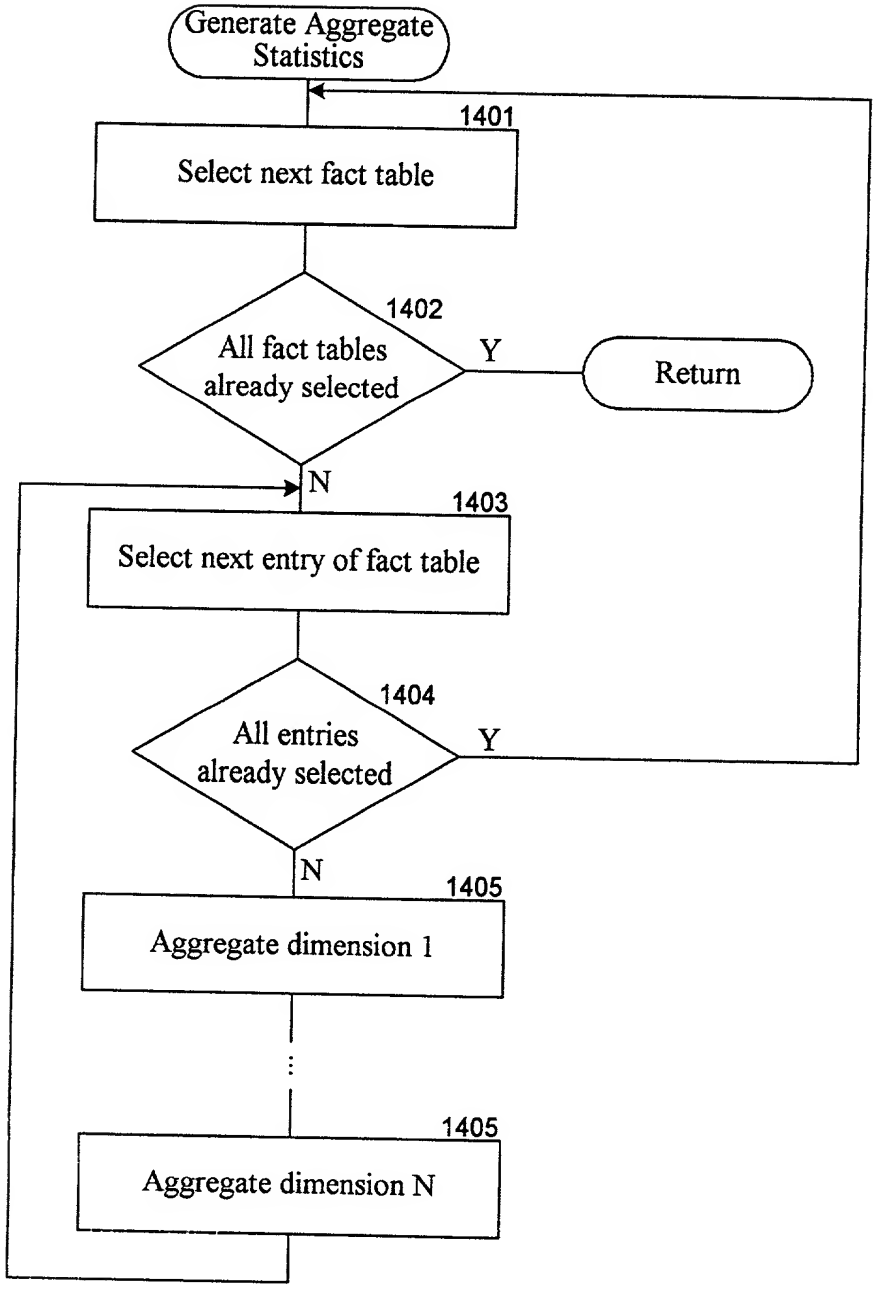

Generate Aggregate Statistics
1401
Select next fact table
1402
All fact tables already selected
Y
Return
N
1403
Select next entry of fact table
1404
All entries already selected
Y
N
1405
Aggregate dimension 1
1405
Aggregate dimension N

Fig. 14

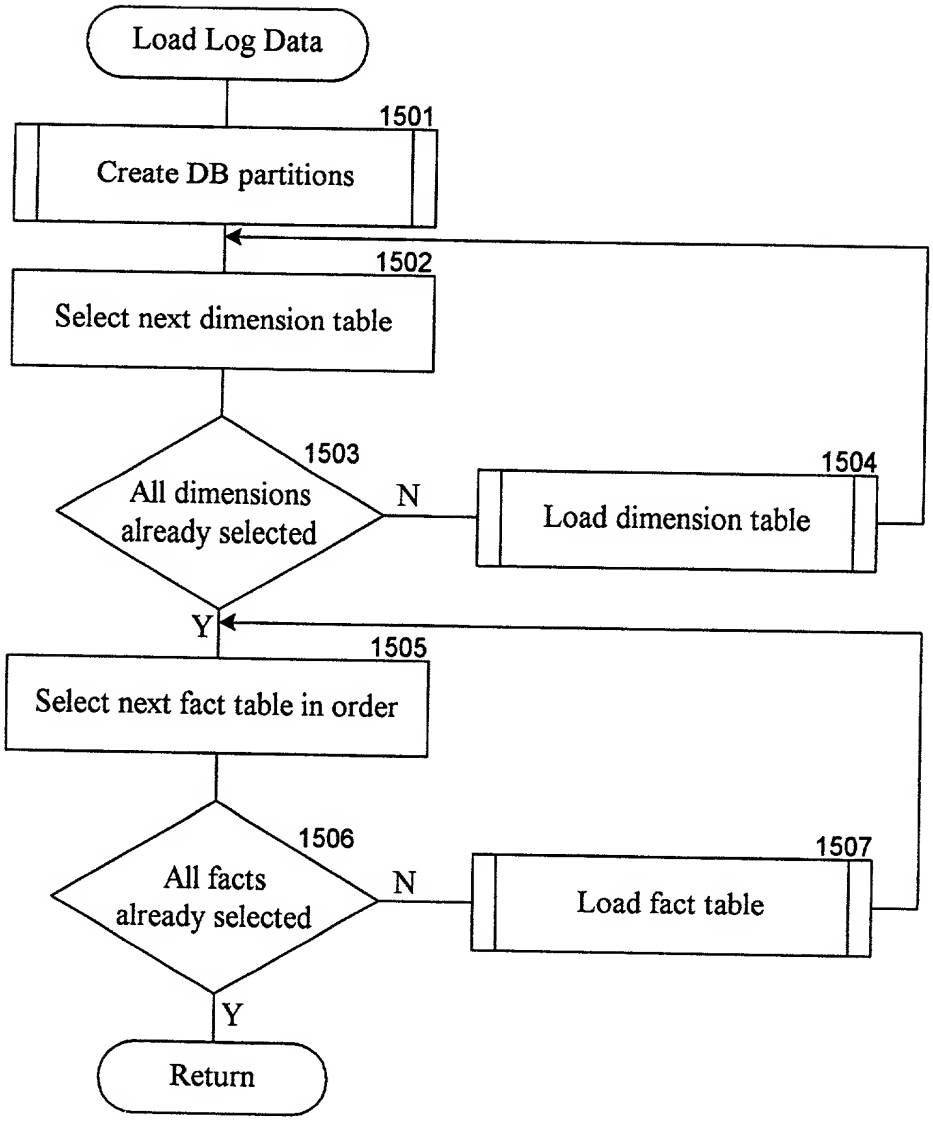

Load Log Data
1501
Create DB partitions
1502
Select next dimension table
1503
All dimensions already selected
N
1504
Load dimension table
Y
1505
Select next fact table in order
1506
All facts already selected
N
1507
Load fact table
Y
Return

Fig. 15

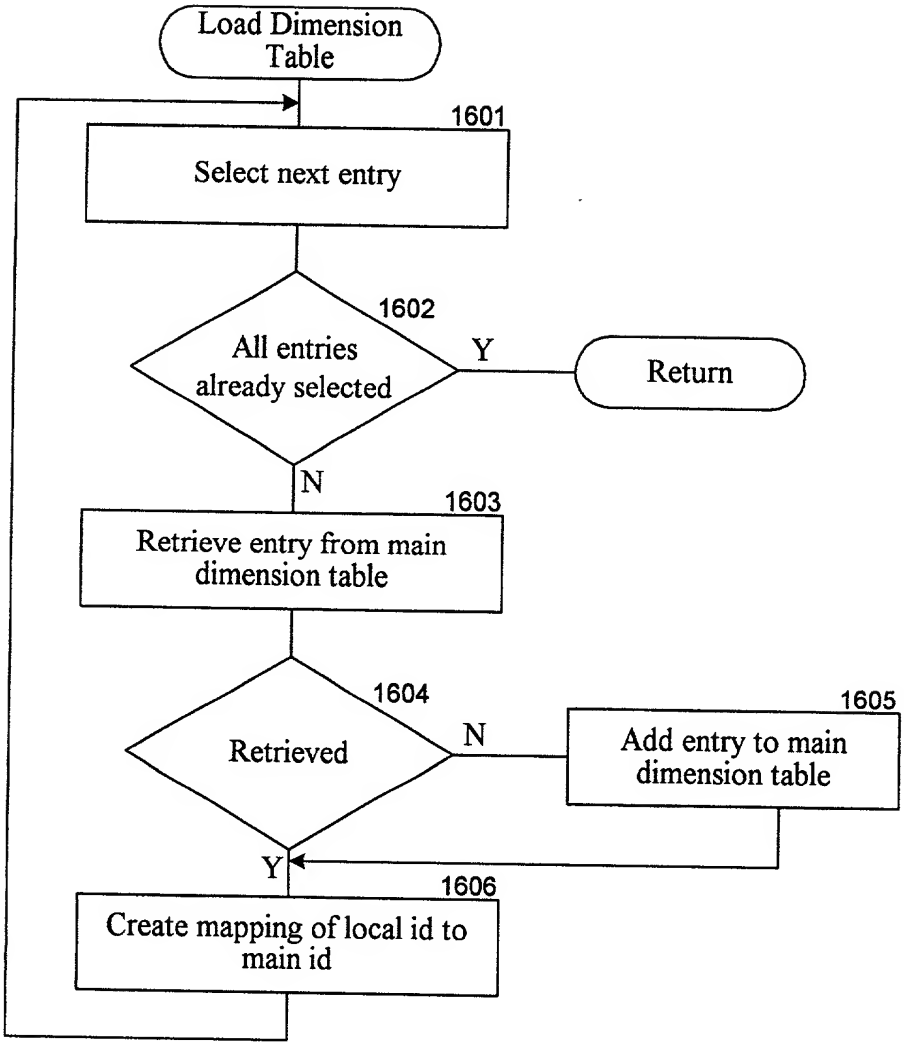

Load Dimension Table
1601
Select next entry
1602
All entries already selected
Y
Return
N
1603
Retrieve entry from main dimension table
1604
Retrieved
N
1605
Add entry to main dimension table
Y
1606
Create mapping of local id to main id

Fig. 16

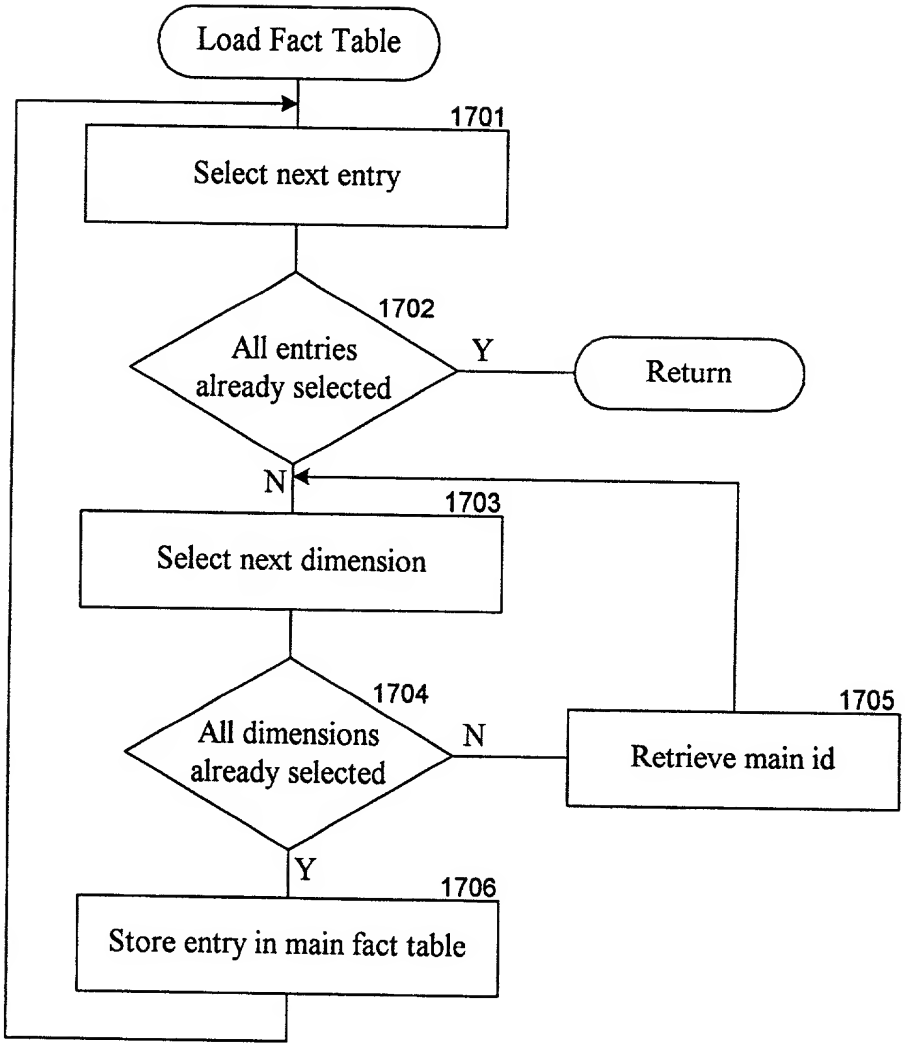

Load Fact Table
1701
Select next entry
1702
All entries already selected
Y
Return
N
1703
Select next dimension
1704
All dimensions already selected
N
1705
Retrieve main id
Y
1706
Store entry in main fact table

Fig. 17

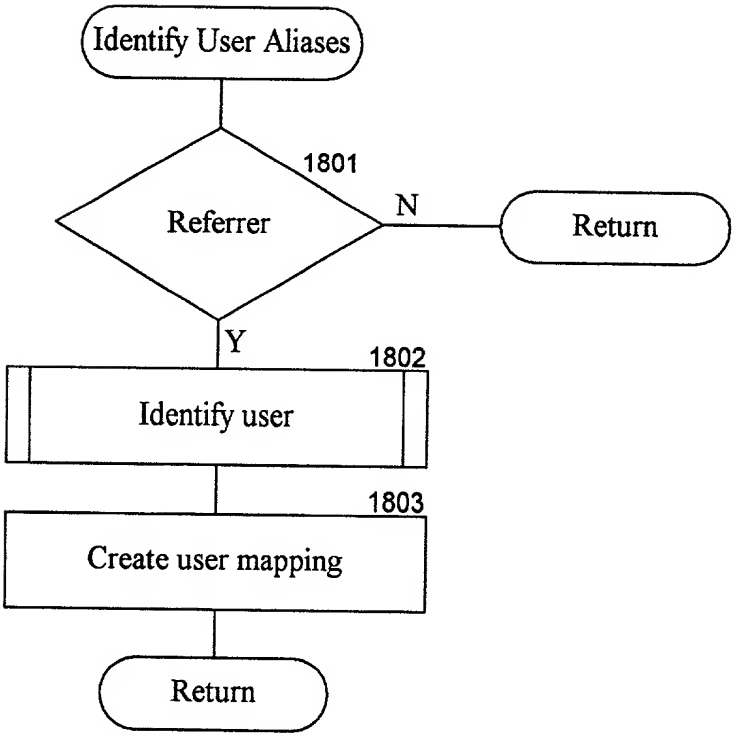

Identify User Aliases
1801
Referrer
N
Return
Y
1802
Identify user
1803
Create user mapping
Return

Fig. 18

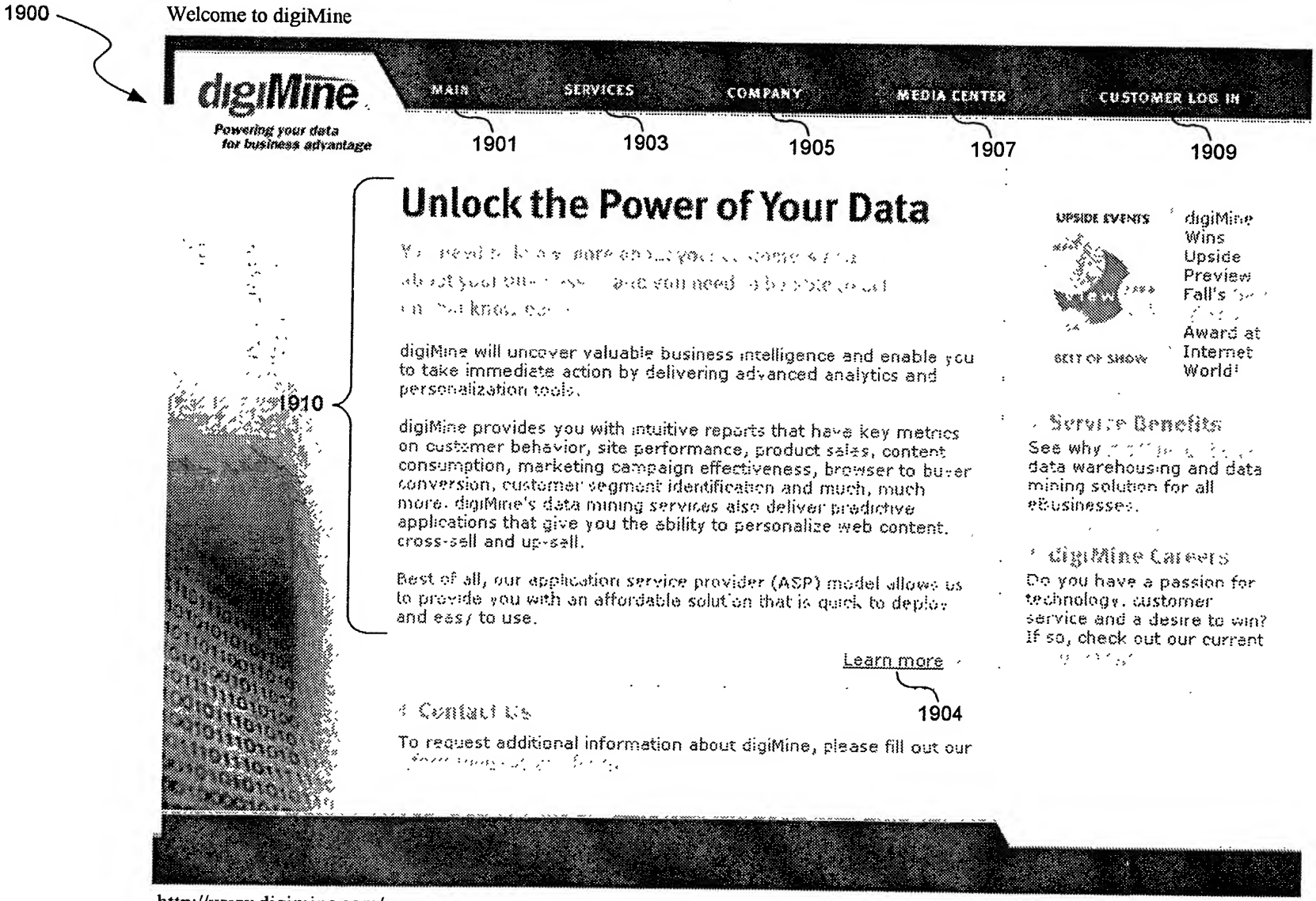
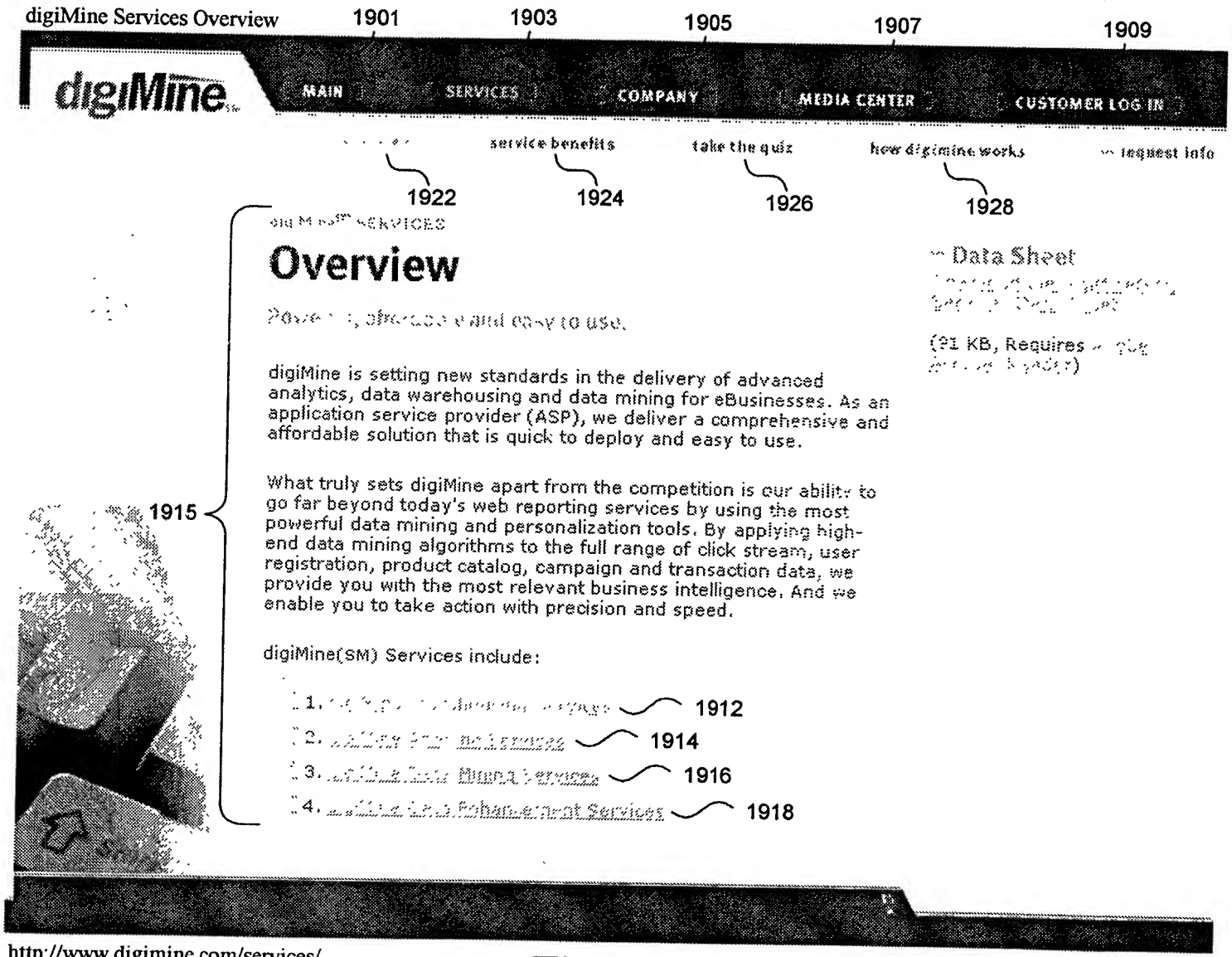

1900
Welcome to digiMine
digiMine
Powering your data for business advantage
MAIN
SERVICES
COMPANY
MEDIA CENTER
CUSTOMER LOG IN
1901
1903
1905
1907
1909
Unlock the Power of Your Data
digiMine will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and personalization tools.
digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.
Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deploy and easy to use.
1910
Learn more
1904
To request additional information about digiMine, please fill out our
UPSIDE EVENTS
BEST OF SHOW
digiMine Wins Upside Preview Fall's Award at Internet World!
Service Benefits
See why digiMine's data warehousing and data mining solution for all eBusinesses.
digiMine Careers
Do you have a passion for technology, customer service and a desire to win? If so, check out our current
http://www.digimine.com/

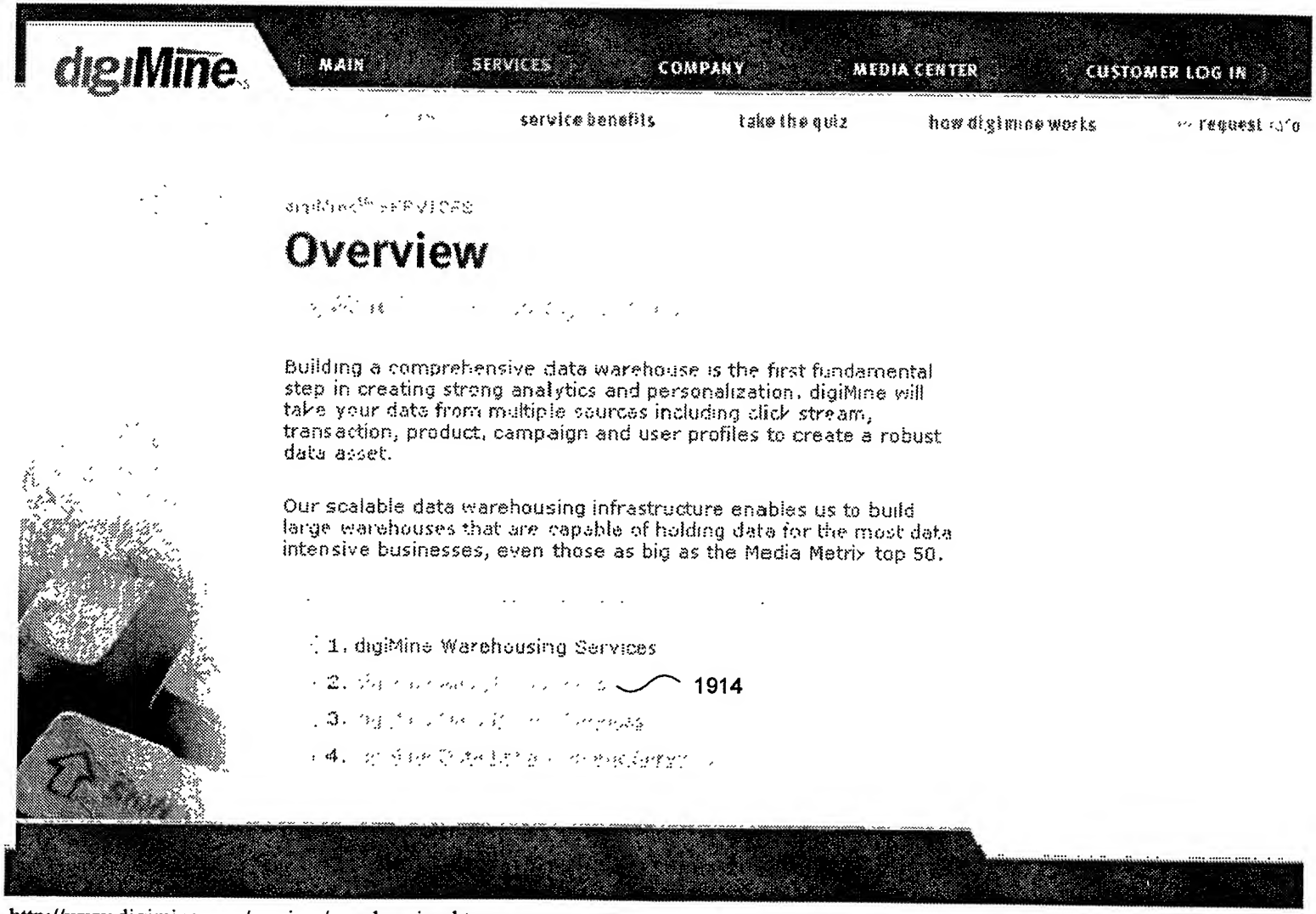
Fig. 19A



http://www.digimine.com/services/

Fig. 19B

digiMine Warehousing Services Overview

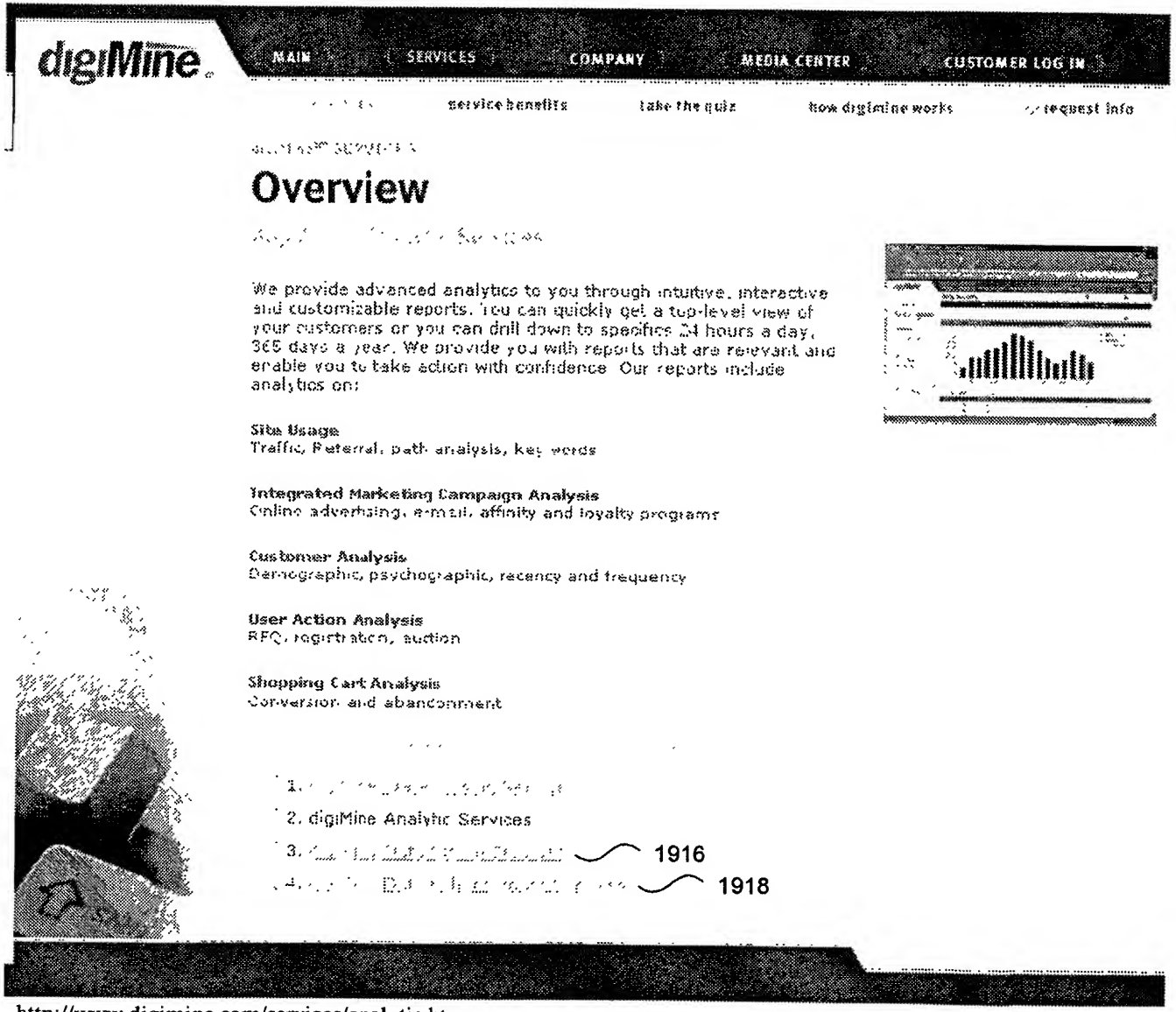


http://www.digimine.com/services/warehousing.htm

1920

Fig. 19C

digiMine Analytic Services Overview



http://www.digimine.com/services/analytic.htm

Fig. 19D

digiMine Data Mining Services Overview

digiMine

MAIN | SERVICES | COMPANY | MEDIA CENTER | CUSTOMER LOG IN

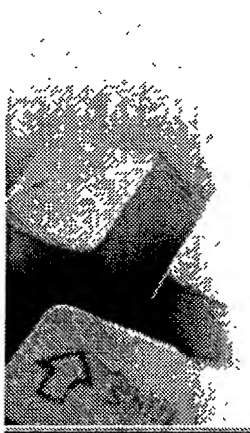
service benefits | take the quiz | how digimine works | request info

digiMine℠ SERVICES

Overview

digiMine applies advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your customers. These analytics, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis - Product, Content, Event
- Customer Segmentation



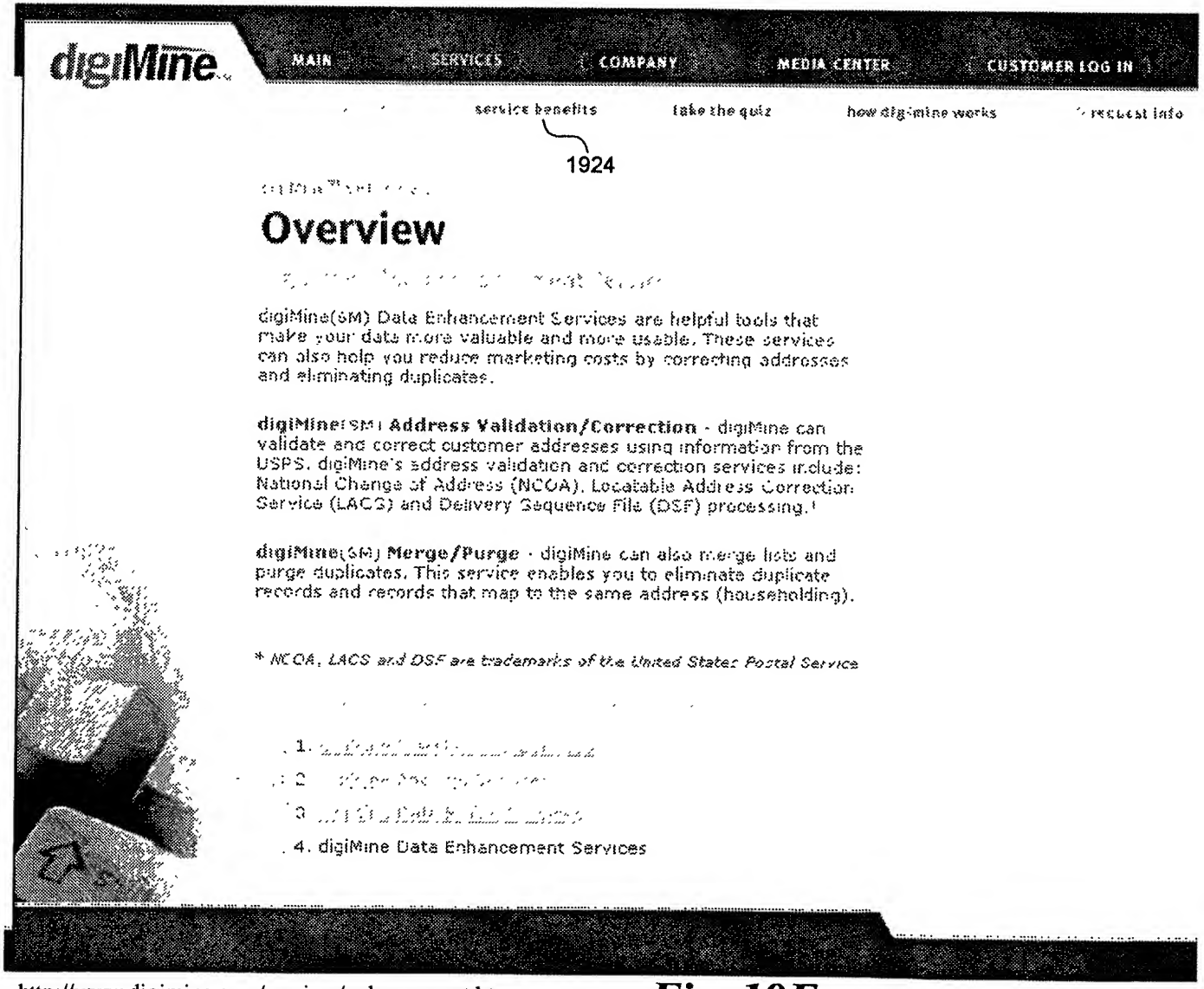
3. digiMine Data Mining Services

1918

http://www.digimine.com/services/mining.htm

Fig. 19E

digiMine Data Enhancement Services Overview



http://www.digimine.com/services/enhancement.htm

Fig. 19F

digiMine Service Benefits

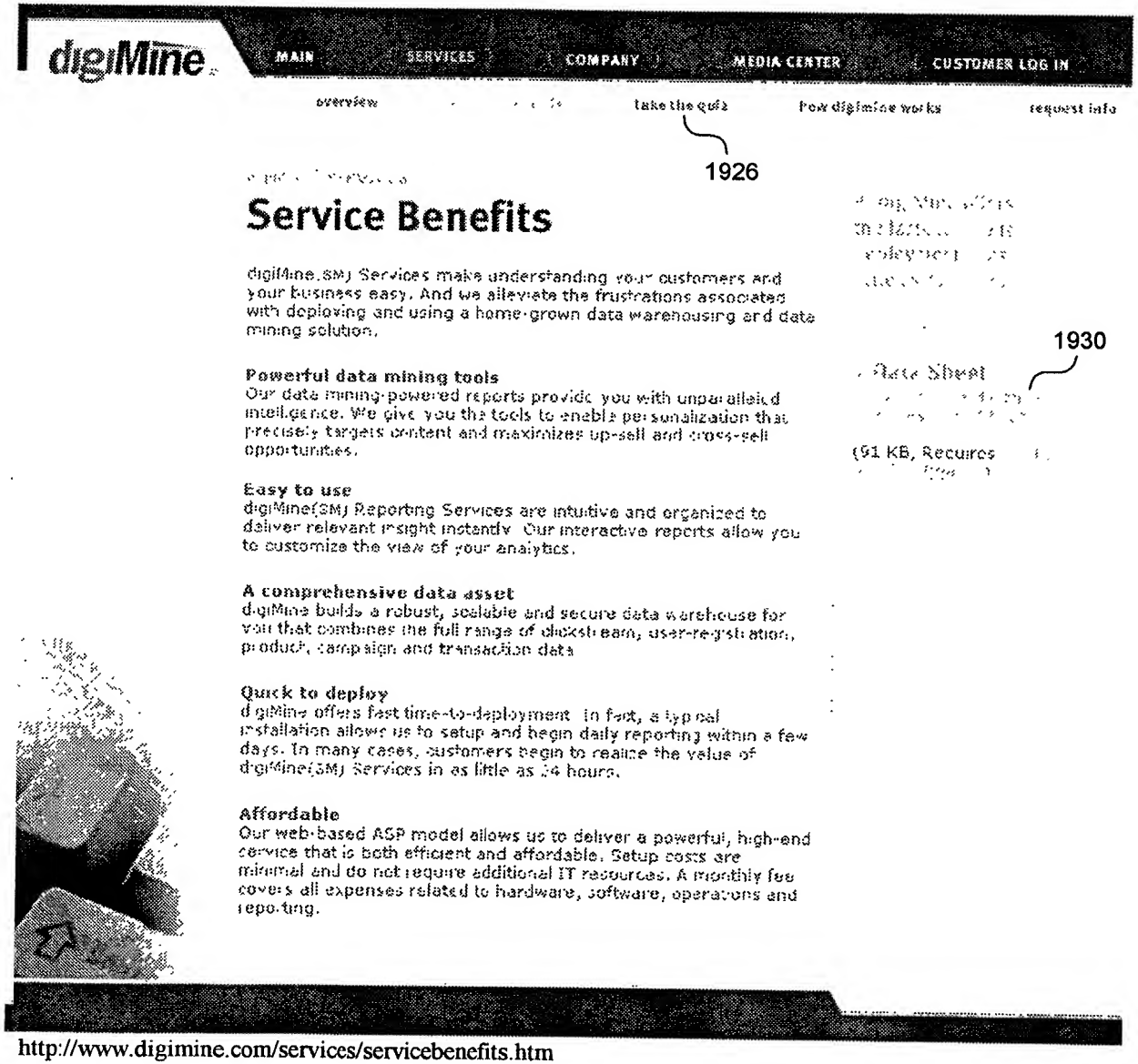


Fig. 19G

http://www.digimine.com/services/servicebenefits.htm

Powering your data for business advantage ℠

digiMine℠

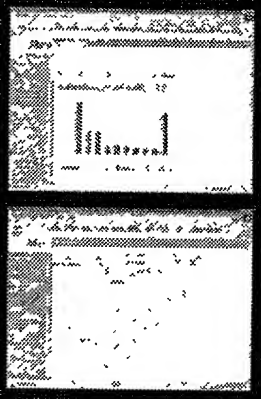
Unlock the Power of Your Data

Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digiMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digiMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.



digiMine, Inc.'s reports provide actionable insight into customer behavior.

Service Benefits

Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you – a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.

Do you know enough about your customers?

1. How many unique visitors came to your site yesterday?
2. How many were first time visitors?
3. Can you get a list of those new visitors' email addresses and send them a personalized welcome message?
4. What are the most visited product areas of your site?
5. What products should you consider marketing loss leaders to attract new customers?
6. What are your top selling products or services? How did they change in the last month?
7. How many visitors go through your homepage per session?
8. Which marketing programs are most effective at driving traffic to your site?
9. Which customers are likely to churn and what are their characteristics?
10. What is the average lifetime value of your customers?

How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer these questions and more.

Fig. 19H

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy-to-use

digiMine™ Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy

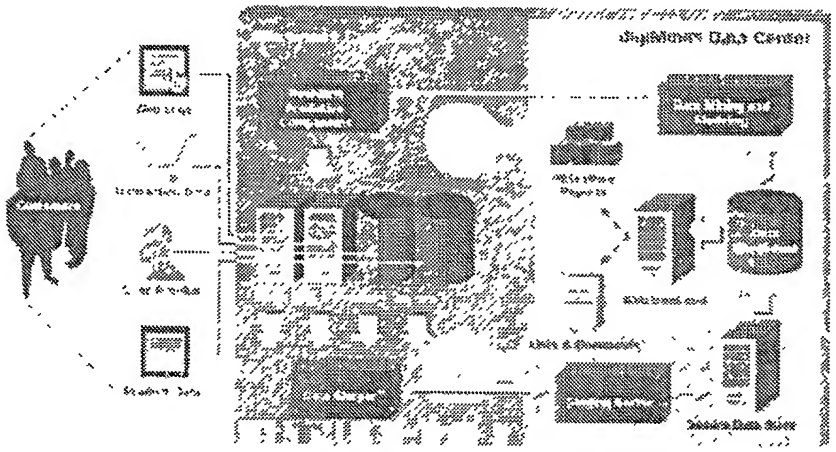
digiMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

digiMine™ Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digiMine Slurper™ at your data center that encrypts and compresses your data for transmission at pre-determined times. digiMine's Slurper™ is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digiMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digiMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



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digiMine, Inc.
11250 Kirkland Way Tel: 425 896 1700
Kirkland, WA 98033 Fax: 425 896 1777 www.digiMine.com

Fig. 19I

digiMine Services: Take the Quiz

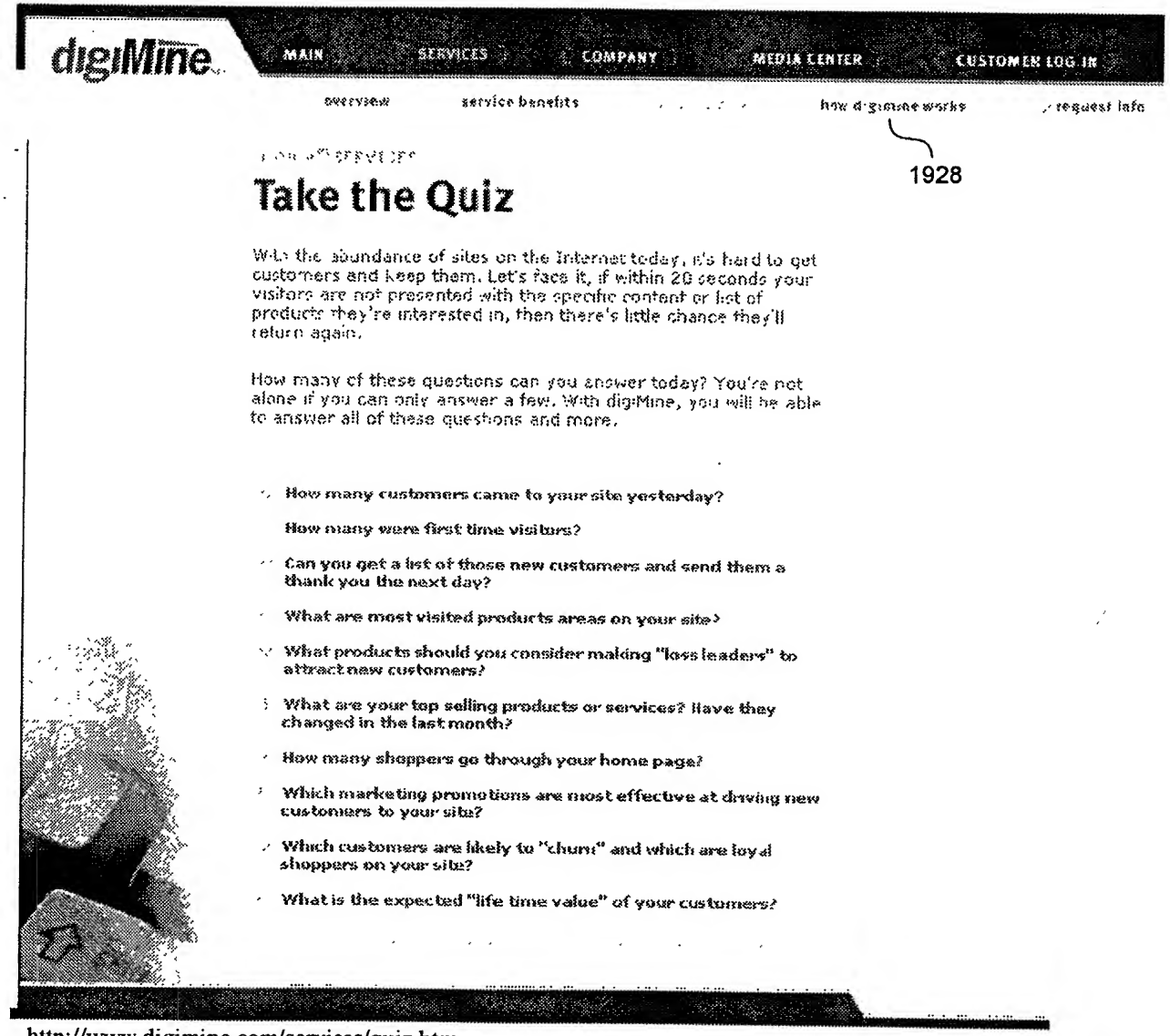

Fig. 19J

http://www.digimine.com/services/quiz.htm

How digiMine Works

1905

digiMine

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overview | service benefits | take the quiz | request info

digiMine® SERVICES

How digiMine Works

digiMine Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digiMine Data Slurper™ at your data center that encrypts and compresses your data for transmission at predetermined times. digiMine's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.

We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and downloadable lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure connection using a standard browser.

Real-time data mining components (executables called from java or asp) are run independently of the digiMine data center to avoid any impact on site performance. These can be run in real-time on your web site or in batch applications such as targeted email.

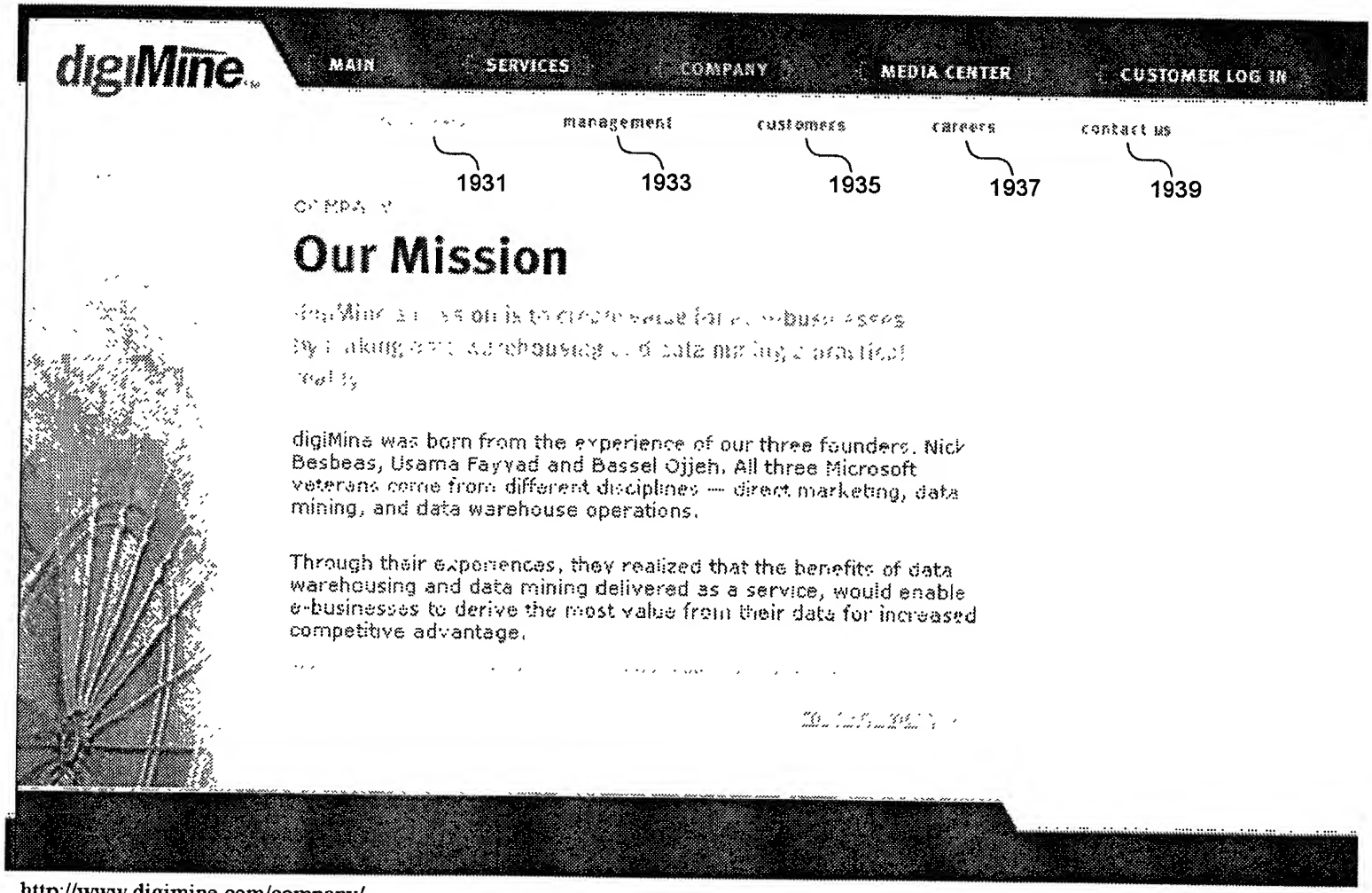
· Data Sheet

(91 KB, Requires

http://www.digimine.com/services/howworks.htm

Fig. 19K

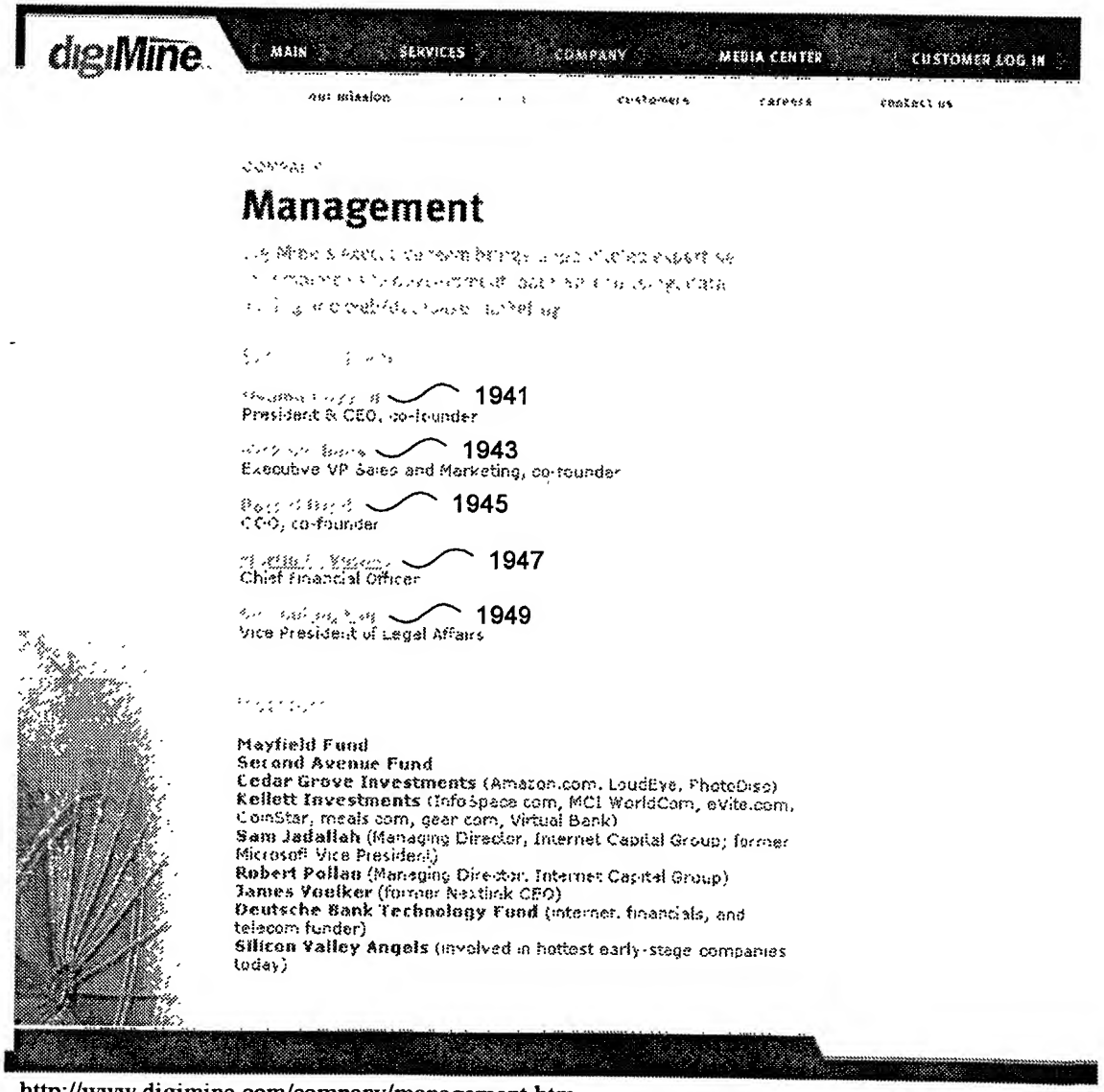
digiMine Company Information



http://www.digimine.com/company/

Fig. 19L

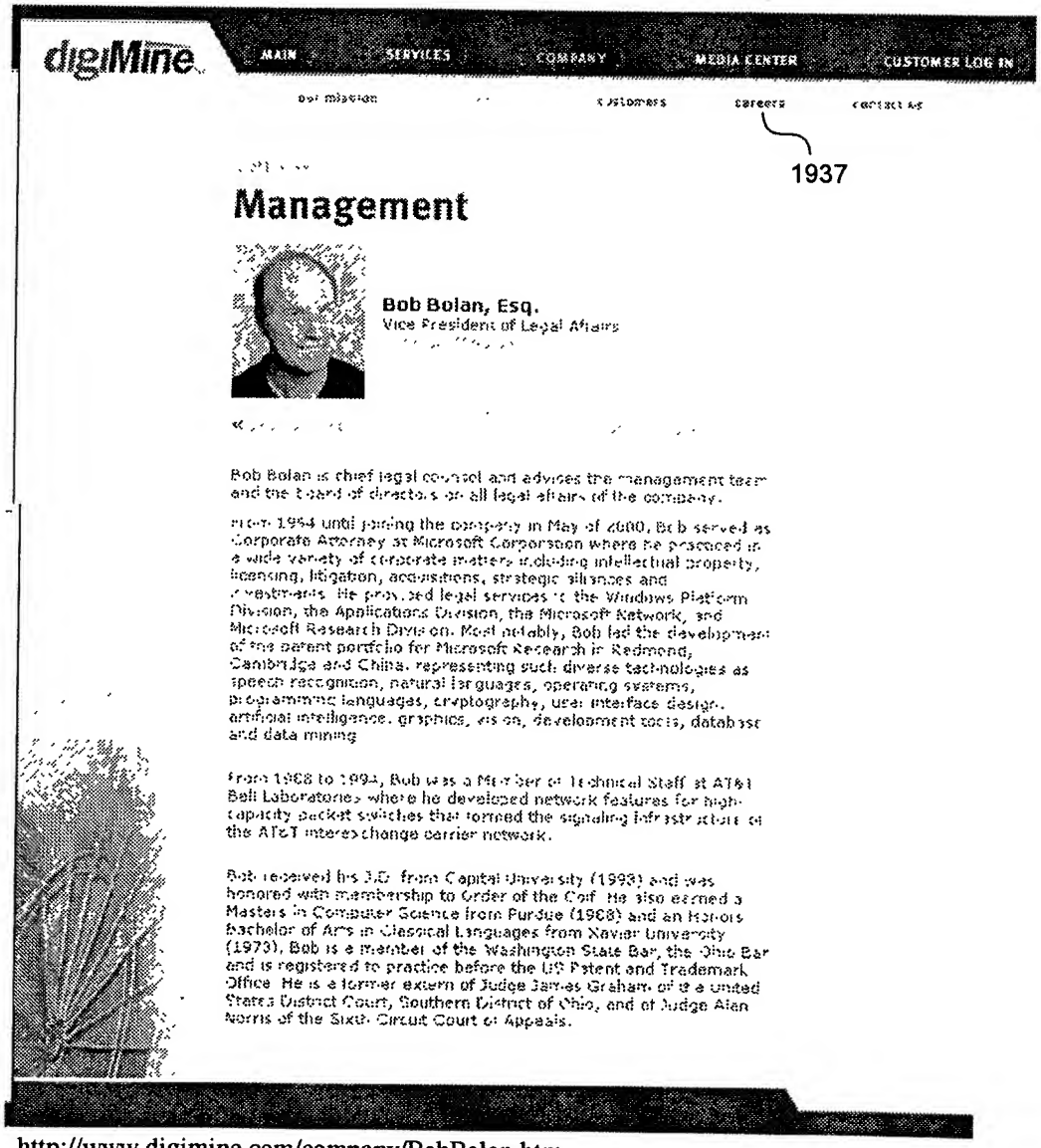
digiMine Company Information Management



http://www.digimine.com/company/management.htm

Fig. 19M

digiMine Executive Bio: Bob Bolan



http://www.digimine.com/company/BobBolan.htm

Fig. 19N

digiMine Careers

1907

digiMine | MAIN | SERVICES | COMPANY | MEDIA CENTER | CUSTOMER LOG IN

our mission | management | customers | contact us

COMPANY

Careers

We're Looking for New Workplaces

Welcome to digiMine. We're a young, well-funded company with huge potential. [illegible] are industry visionaries with a wealth of marketing, product development and research experience. They have held leadership positions at Microsoft and NASA where they have built and managed dynamic, successful organizations. We also have an equally impressive roster of [illegible] backing us.

1953

At digiMine, you'll have the chance to spread your entrepreneurial wings and soar. Along the way, you'll use your skills and knowledge to help digiMine reach new heights. In return for your hard work, you'll enjoy an industry-leading compensation package that includes stock options. So you can tie your financial success to your achievements at the company.

digiMine is a passionate group of people. We're passionate about creating revolutionary data mining and data warehousing technologies. We're passionate about delivering great customer service. We're passionate about winning. And we're passionate about building a workplace where you'll have many opportunities to contribute to our success and receive generous rewards for your hard work.

Check out our career opportunities and see why one Silicon Valley angel investor called us "the hottest startup ever to come out of Seattle."

[illegible] 1950

http://www.digimine.com/company/careers/ 1920

Fig. 19O

digiMine Company Information

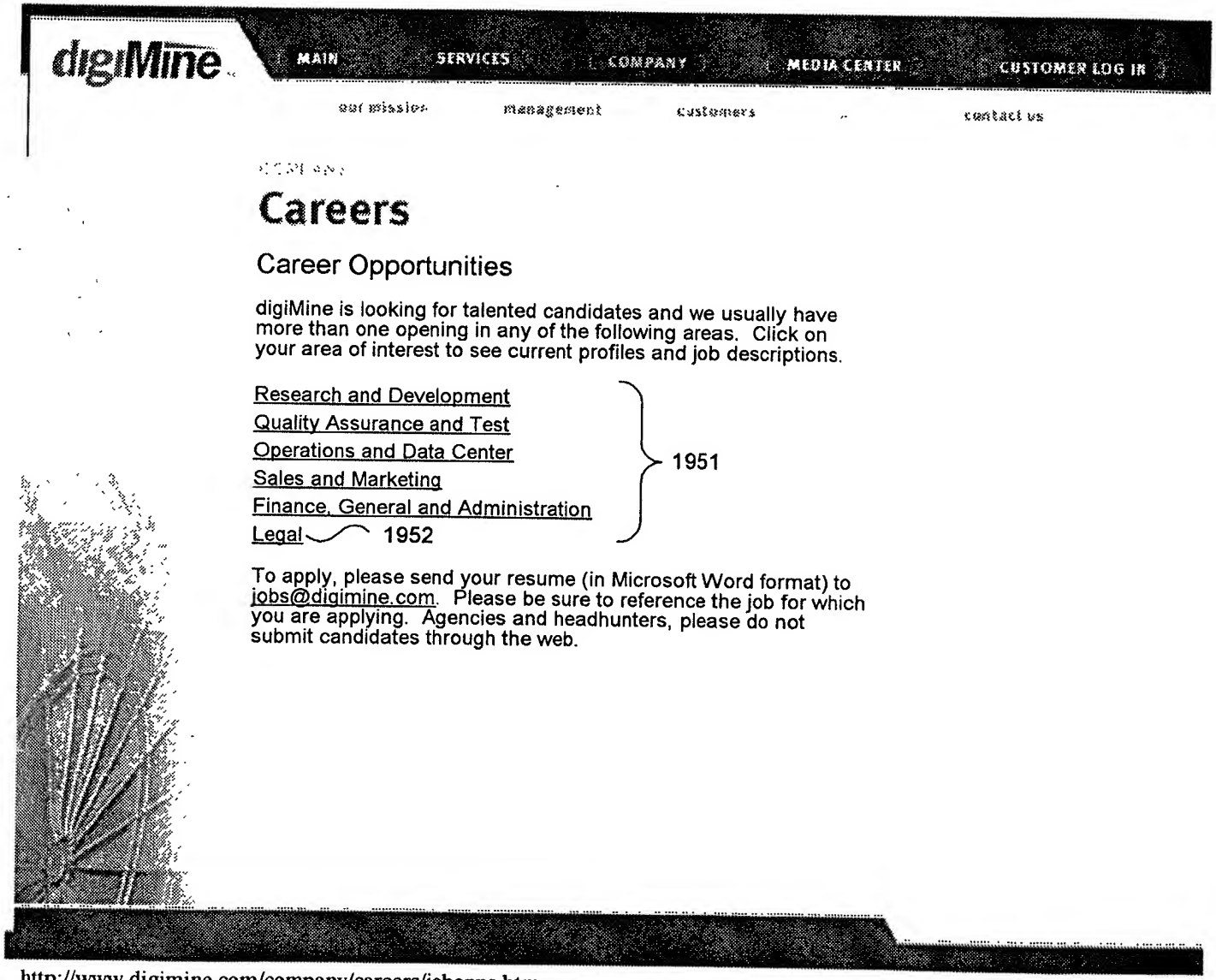


Fig. 19P

http://www.digimine.com/company/careers/jobopps.htm

digiMine Company Information

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Careers

Legal Positions

« job categories

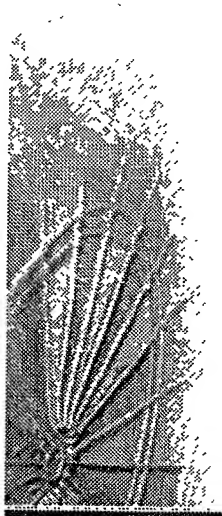
Corporate Attorney - Intellectual Property

Responsibilities

- Principal responsibility for management of all patent procurement and conflict matters
- Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process. Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
- Counsel development and business clients on patent-related issues.
- Provide support for patent litigation.

Requirements

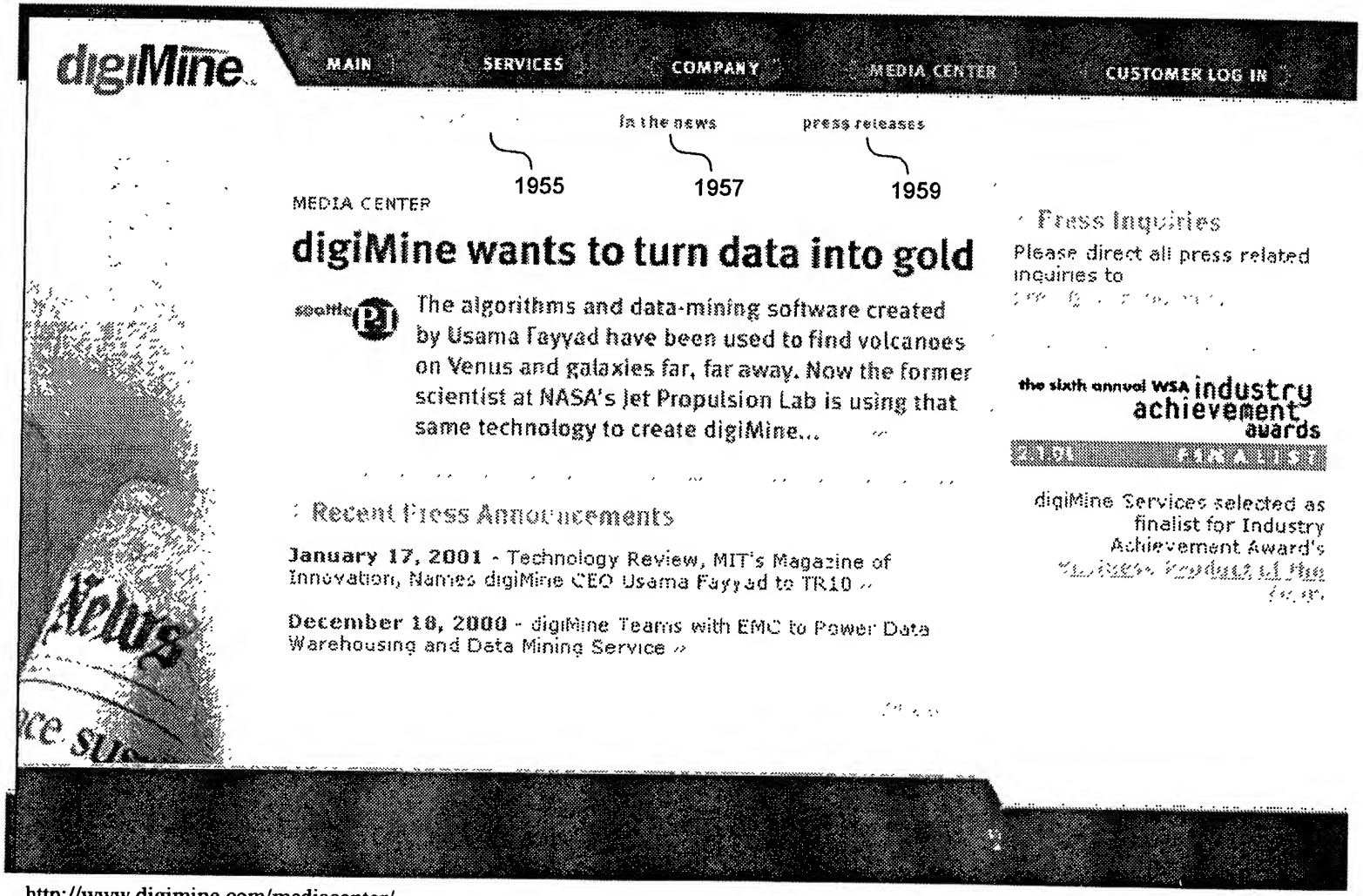
- Excellent academic credentials.
- 5+ years experience in patents required, including preparing and prosecuting patient applications, opinion work (invalidity/non-infringement), licensing, and/or litigation.
- Significant computer industry experience highly desirable.
- Advanced technical degree a plus



http://www.digimine.com/company/careers/legal.htm 1920

Fig. 19Q

digiMine Media Page

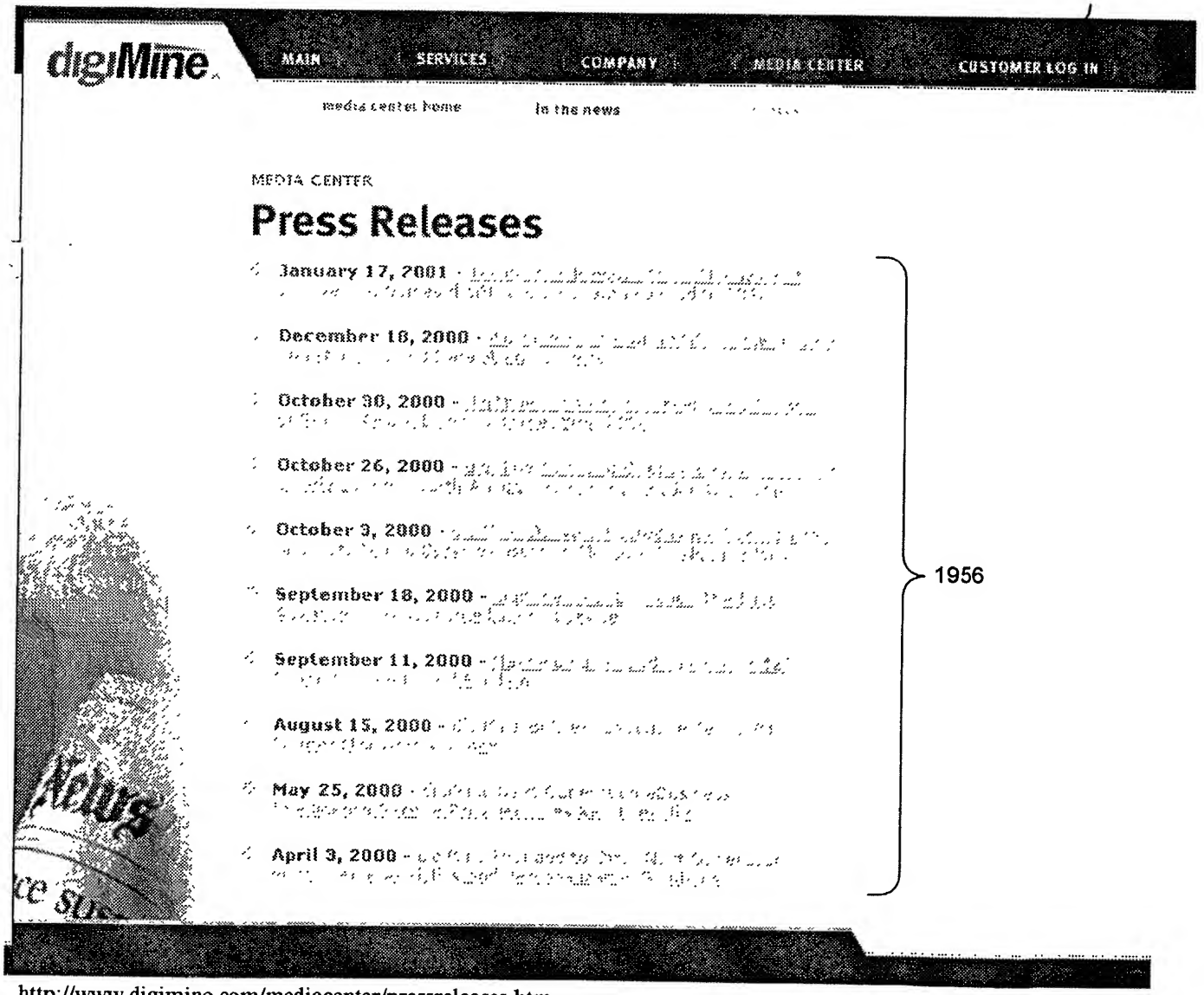


http://www.digimine.com/mediacenter/

Fig. 19R

digiMine Press Releases

1909

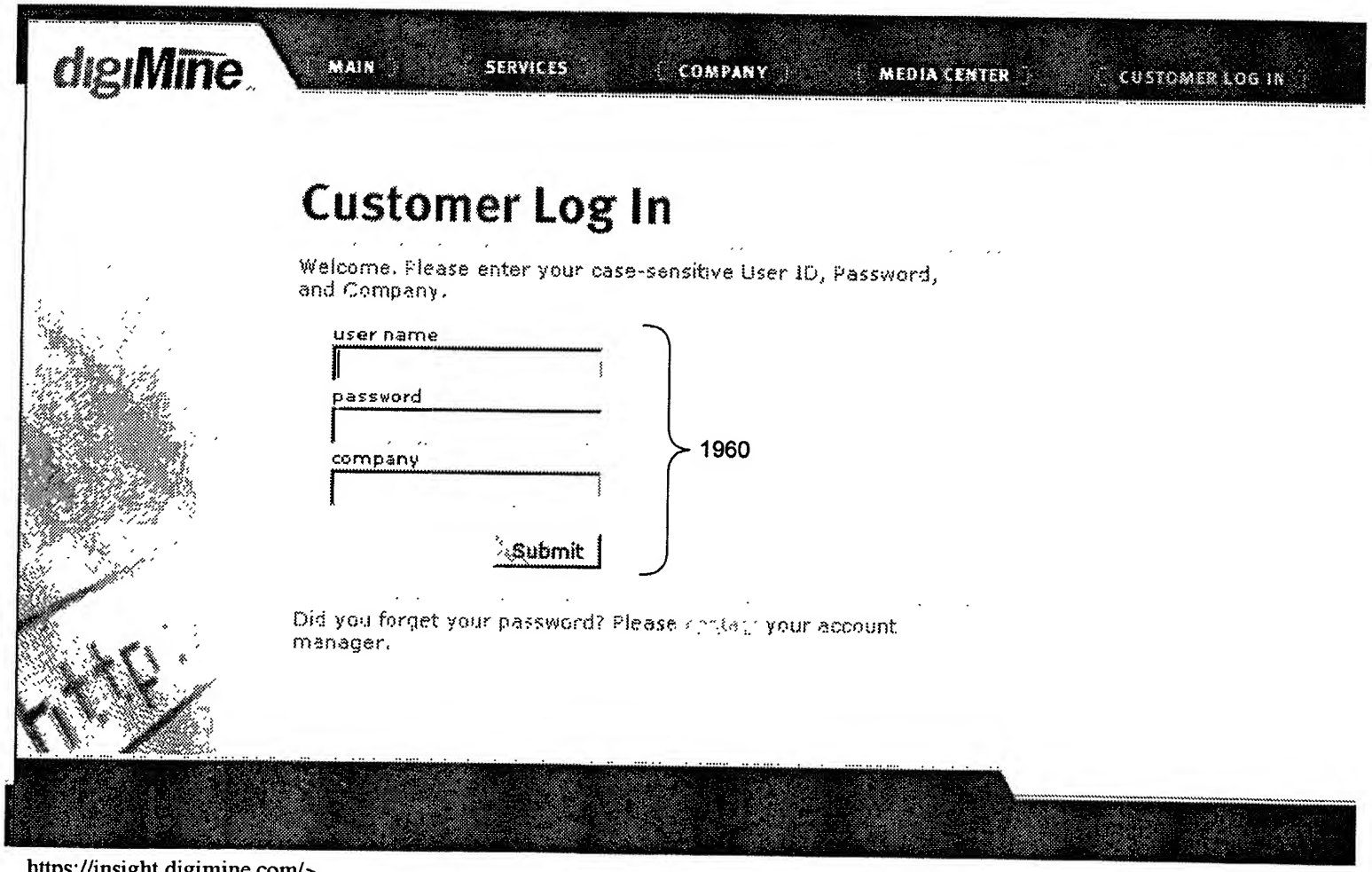


1956

Fig. 19S

http://www.digimine.com/mediacenter/pressreleases.htm

digiMine Customer Login



https://insight.digimine.com/

1920

Fig. 19T

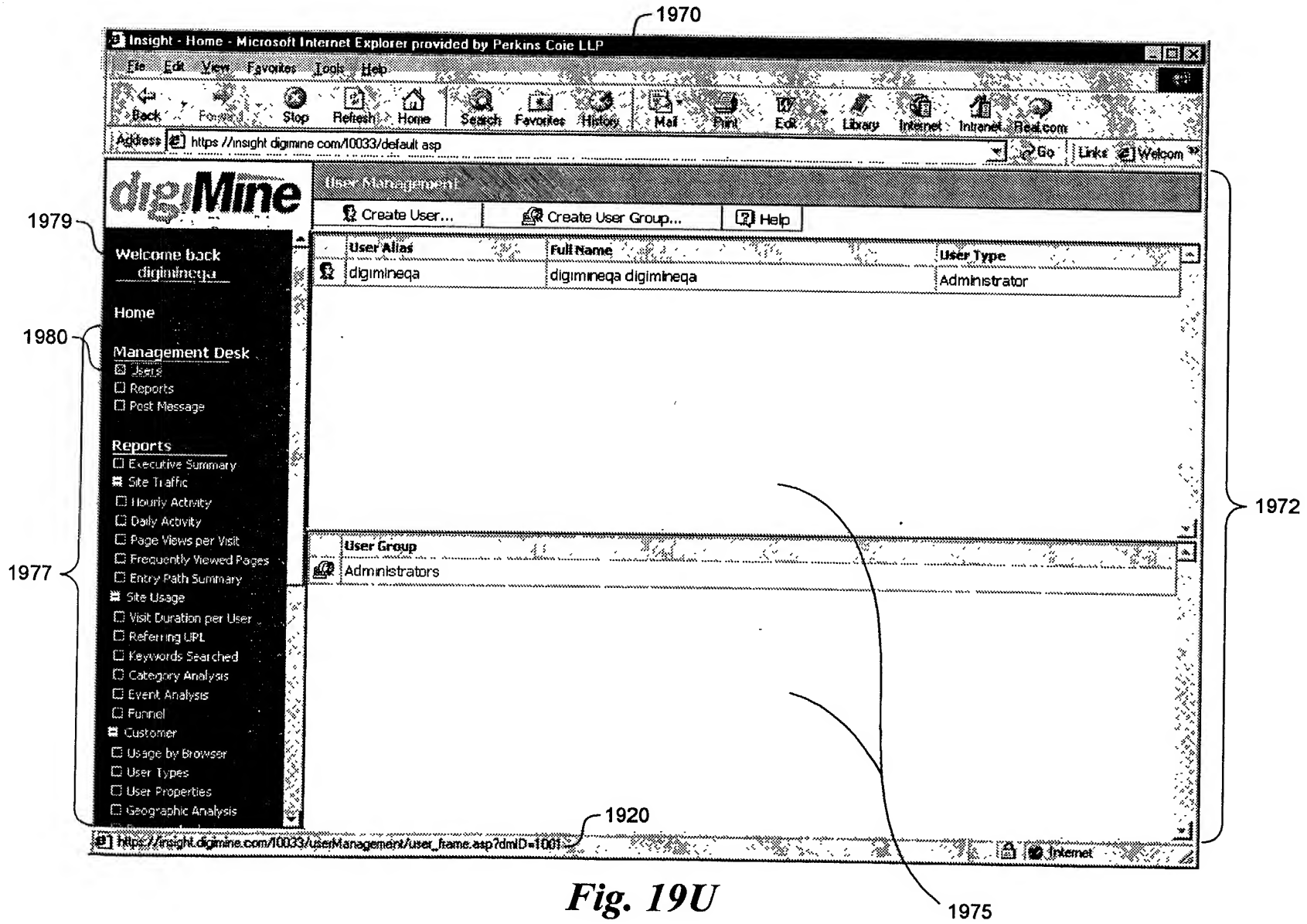
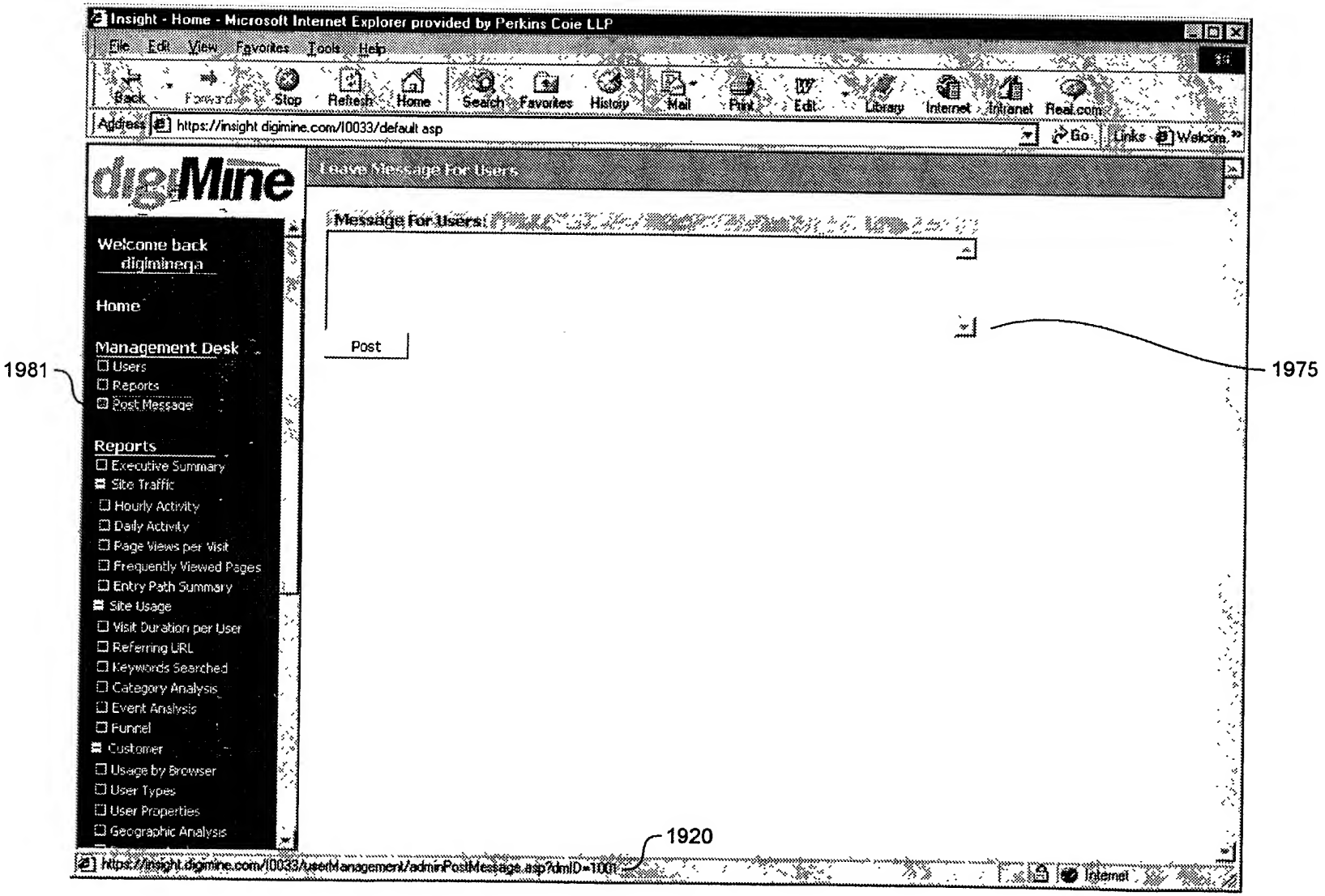

1970
Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Library Internet Intranet RealCom
Address https://insight.digmine.com/10033/default.asp
Go Links Welcom
digMine
User Management
Create User... Create User Group... Help
User Alias
Full Name
User Type
digimineqa
digimineqa digimineqa
Administrator
1979
Welcome back
digimineqa
Home
1980
Management Desk
Users
Reports
Post Message
Reports
Executive Summary
Site Traffic
Hourly Activity
Daily Activity
Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
1977
1972
User Group
Administrators
1920
https://insight.digmine.com/10033/userManagement/user_frame.asp?dmID=1001
Internet
1975

Fig. 19U


Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Library Internet Intranet Real.com
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Go Links Welcom
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Welcome back
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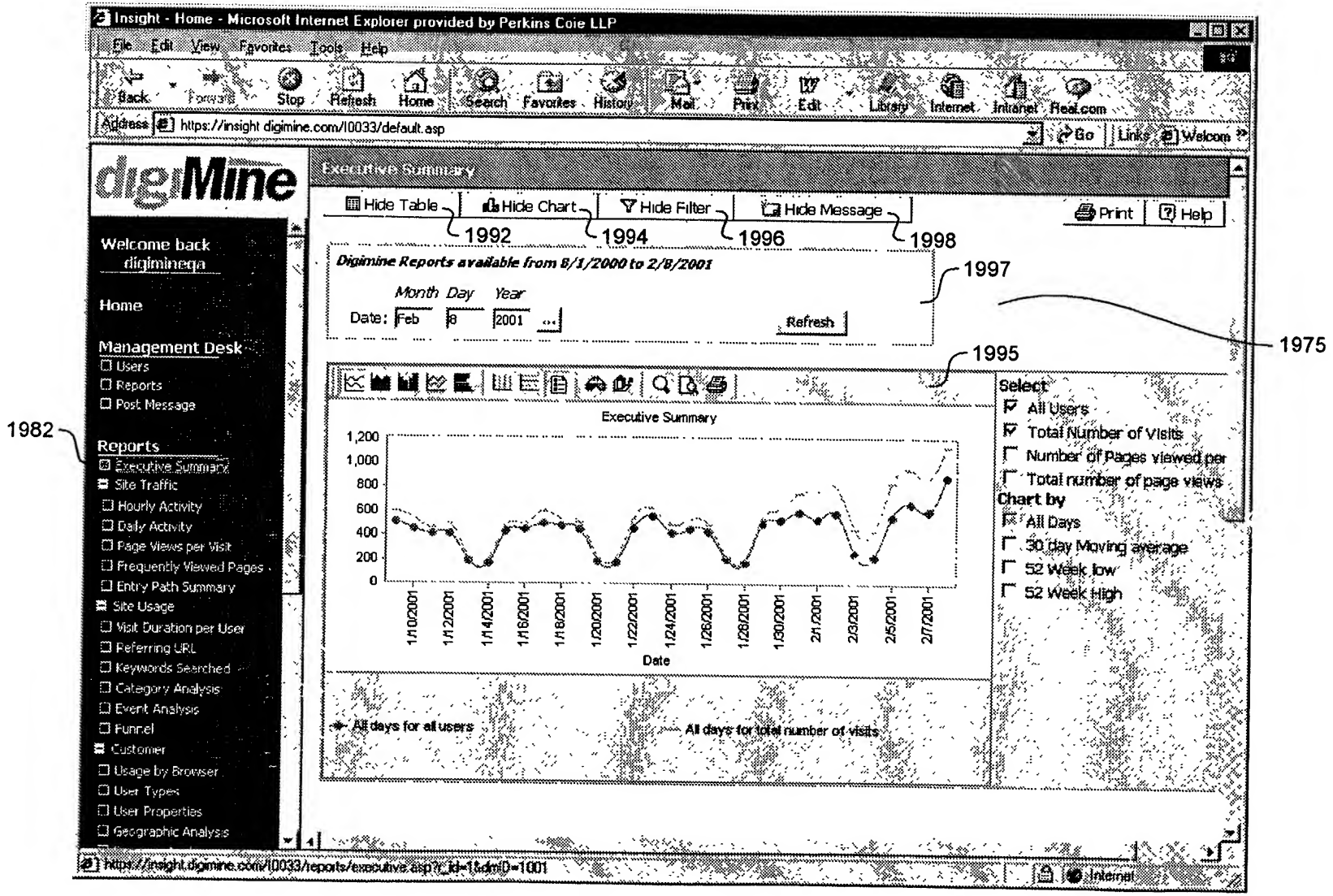
Home
Management Desk
Users
Reports
Post Message
Reports
Executive Summary
Site Traffic
Hourly Activity
Daily Activity
Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Leave Message For Users
Message For Users:
Post
1981
1975
1920
https://insight.digimine.com/I0033/userManagement/adminPostMessage.asp?dmID=100
Internet

Fig. 19V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File Edit View Favorites Tools Help
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Address https://insight.digimine.com/I0033/default.asp
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Welcome back
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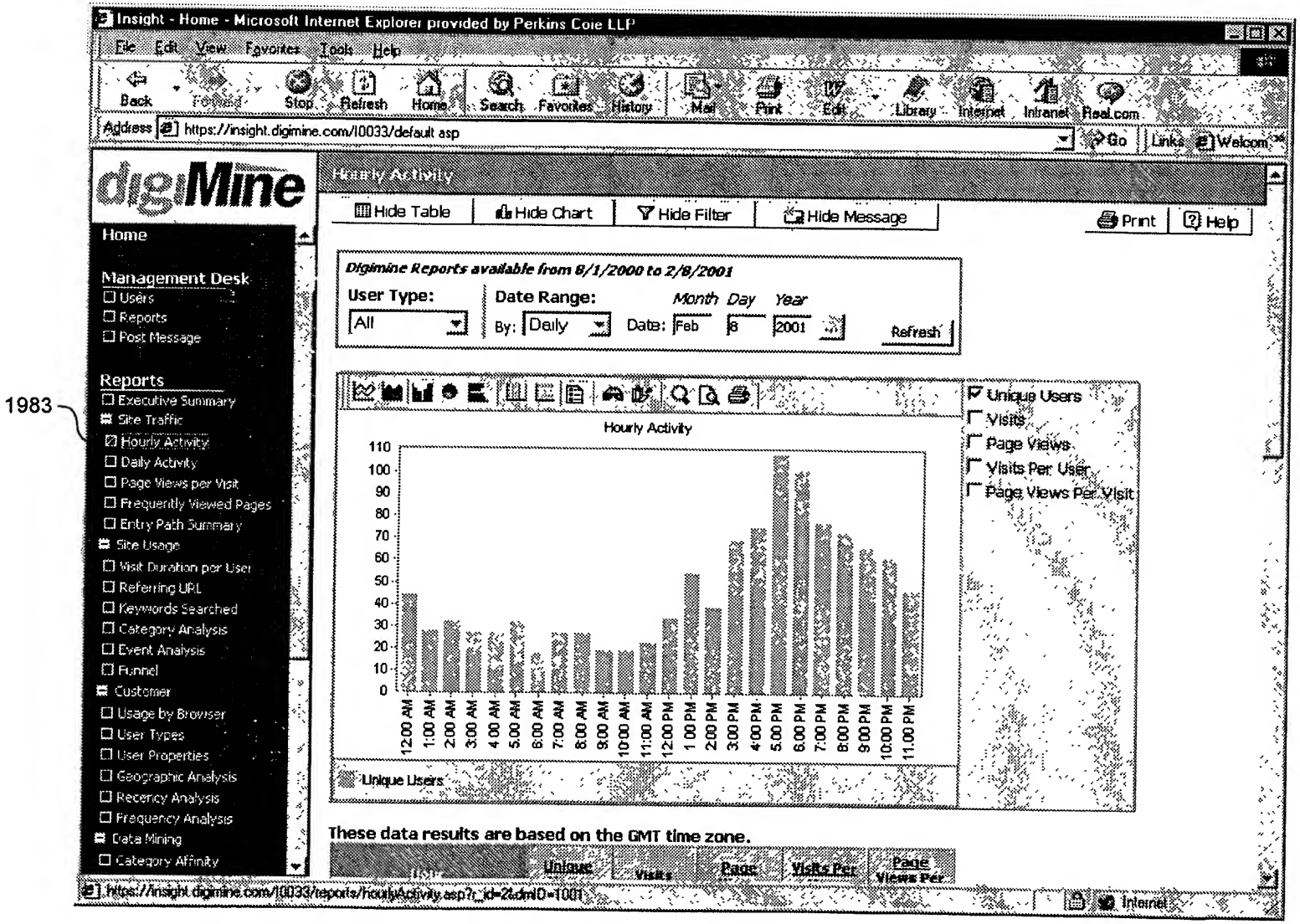
Home
Management Desk
Users
Reports
Post Message
Reports
Executive Summary
Site Traffic
Hourly Activity
Daily Activity
Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Executive Summary
Hide Table
Hide Chart
Hide Filter
Hide Message
Print
Help
1992
1994
1996
1998
Digimine Reports available from 8/1/2000 to 2/8/2001
1997
Month Day Year
Date: Feb 8 2001 ...
Refresh
1975
1995
1982
Executive Summary
1,200
1,000
800
600
400
200
0
1/10/2001
1/12/2001
1/14/2001
1/16/2001
1/18/2001
1/20/2001
1/22/2001
1/24/2001
1/26/2001
1/28/2001
1/30/2001
2/1/2001
2/3/2001
2/5/2001
2/7/2001
Date
All days for all users
All days for total number of visits
Select
All Users
Total Number of Visits
Number of Pages viewed per
Total number of page views
Chart by
All Days
30 day Moving average
52 Week low
52 Week High
https://insight.digimine.com/I0033/reports/executive.asp?r_id=1&dn0=1001
Internet

Fig. 19W


Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
File Edit View Favorites Tools Help
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Keywords Searched
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Recency Analysis
Frequency Analysis
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Hourly Activity
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Hide Filter
Hide Message
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Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Daily
Date: Month Feb Day 8 Year 2001
Refresh
Hourly Activity
110
100
90
80
70
60
50
40
30
20
10
0
12:00 AM
1:00 AM
2:00 AM
3:00 AM
4:00 AM
5:00 AM
6:00 AM
7:00 AM
8:00 AM
9:00 AM
10:00 AM
11:00 AM
12:00 PM
1:00 PM
2:00 PM
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4:00 PM
5:00 PM
6:00 PM
7:00 PM
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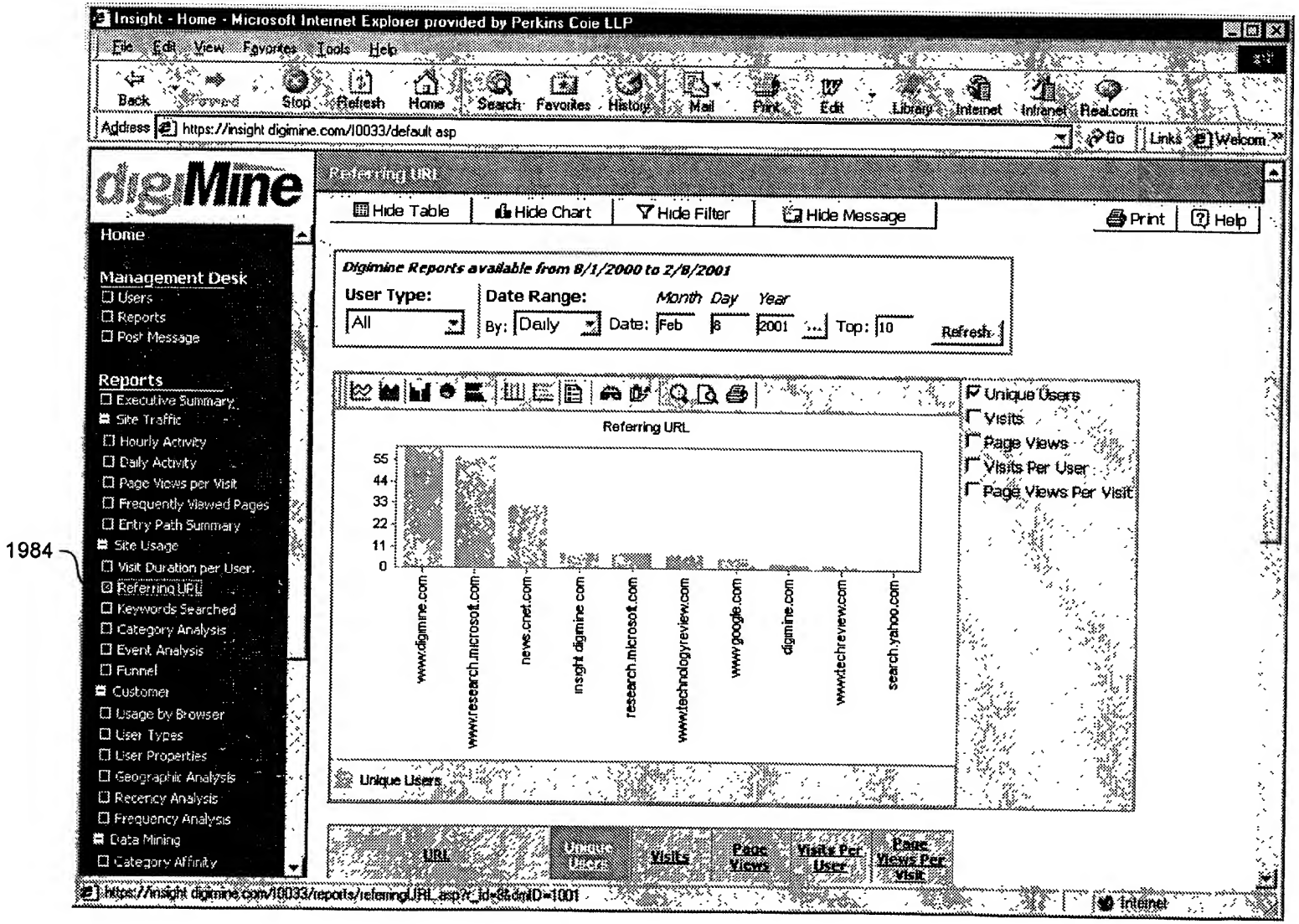
Unique Users
Visits
Page Views
Visits Per User
Page Views Per Visit
Unique Users
These data results are based on the GMT time zone.
Unique
Visits
Page
Visits Per
Page Views Per
https://insight.digimine.com/I0033/reports/hourlyActivity.asp?r_id=2&mO=1001
Internet

1983

Fig. 19X


Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
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Visit Duration per User
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Keywords Searched
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Event Analysis
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User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
1984
Referring URL
Hide Table
Hide Chart
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Daily
Date: Month Feb Day 8 Year 2001
Top: 10
Refresh
Referring URL
55
44
33
22
11
0
www.digimine.com
www.research.microsoft.com
news.cnet.com
insight.digimine.com
research.microsoft.com
www.technologyreview.com
www.google.com
digimine.com
www.techreview.com
search.yahoo.com
Unique Users
Visits
Page Views
Visits Per User
Page Views Per Visit
Unique Users
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Unique Users
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Visits Per User
Page Views Per Visit
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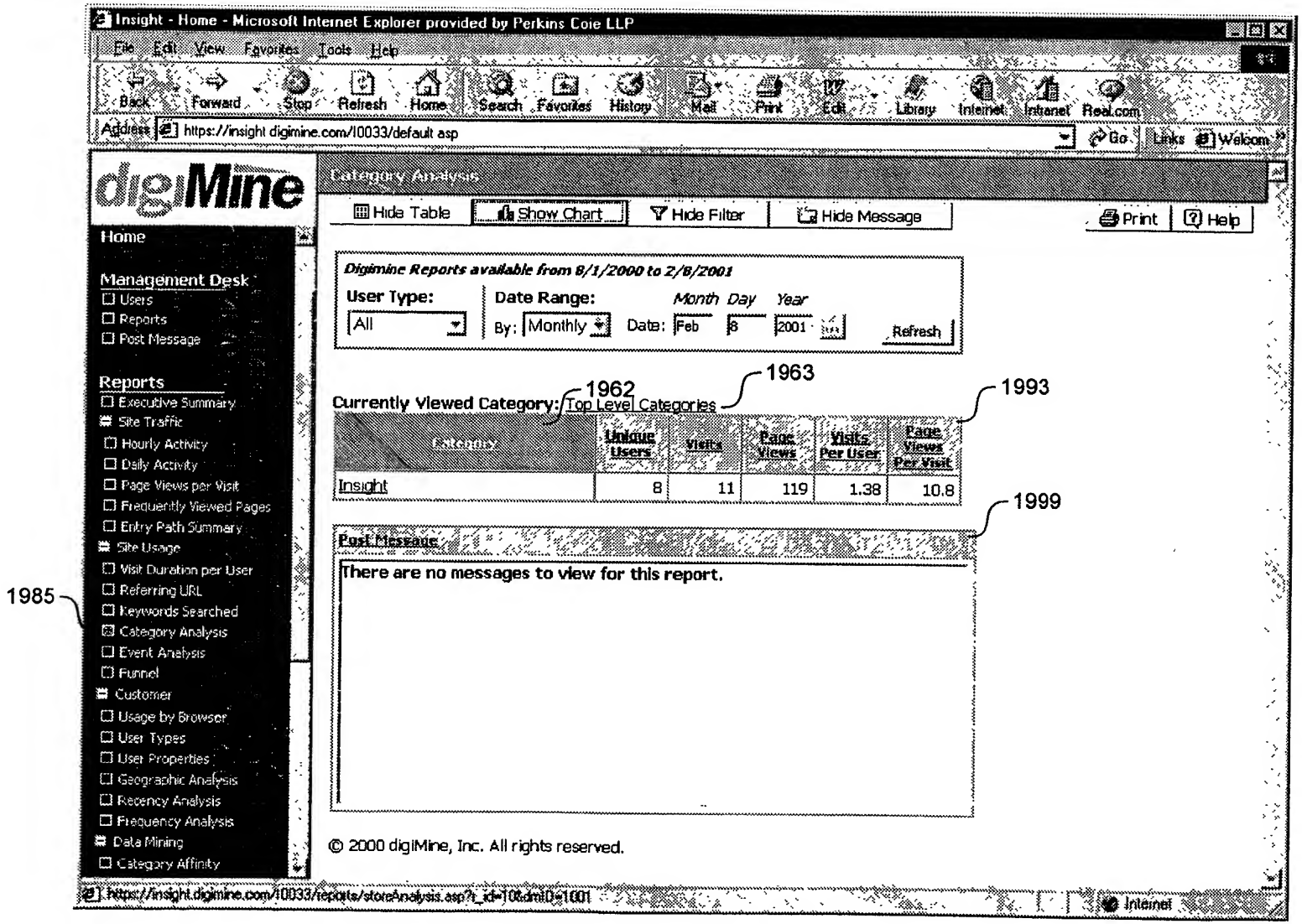
Internet

Fig. 19Y


Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
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Visit Duration per User
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Keywords Searched
Category Analysis
Event Analysis
Funnel
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Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
Category Analysis
Hide Table
Show Chart
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Monthly
Date: Month Feb Day 8 Year 2001
Refresh
1962
1963
1993
Currently Viewed Category: Top Level Categories
Category
Unique Users
Visits
Page Views
Visits Per User
Page Views Per Visit
Insight
8
11
119
1.38
10.8
1999
Post Message
There are no messages to view for this report.
1985
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https://insight.digimine.com/10033/reports/storeAnalysis.asp?s_id=10&mID=1001
Internet

Fig. 19Z

Example Hierarchical Category Selection

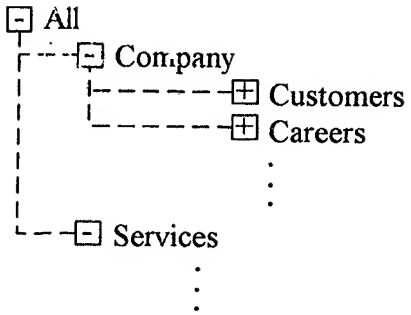
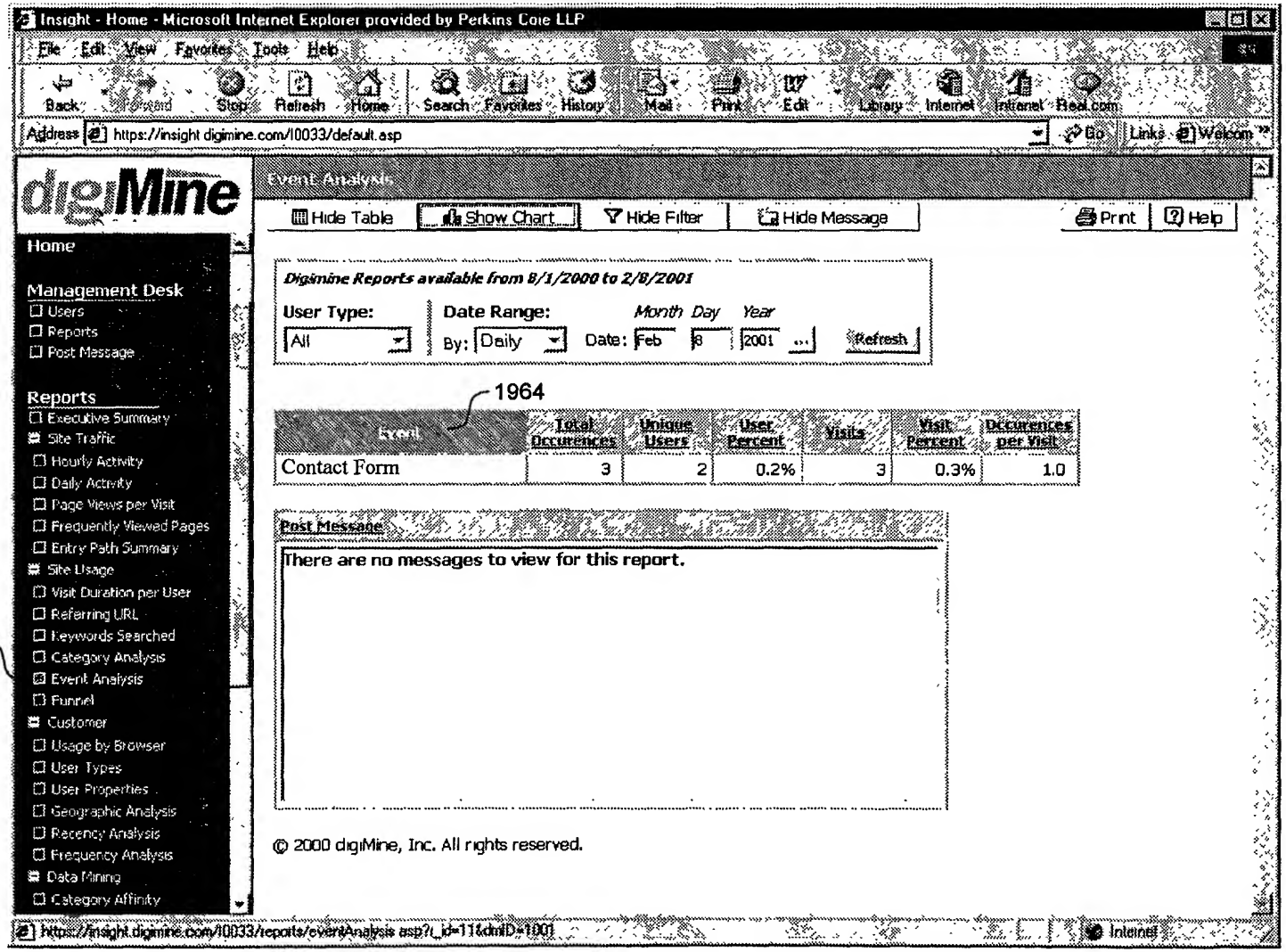


Fig. 19AA


Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
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Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
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Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
1986
Event Analysis
Hide Table
Show Chart
Hide Filter
Hide Message
Print
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Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Daily
Date: Month Feb Day 8 Year 2001
Refresh
1964
Event
Total Occurences
Unique Users
User Percent
Visits
Visit Percent
Occurences per Visit
Contact Form
3
2
0.2%
3
0.3%
1.0
Post Message
There are no messages to view for this report.
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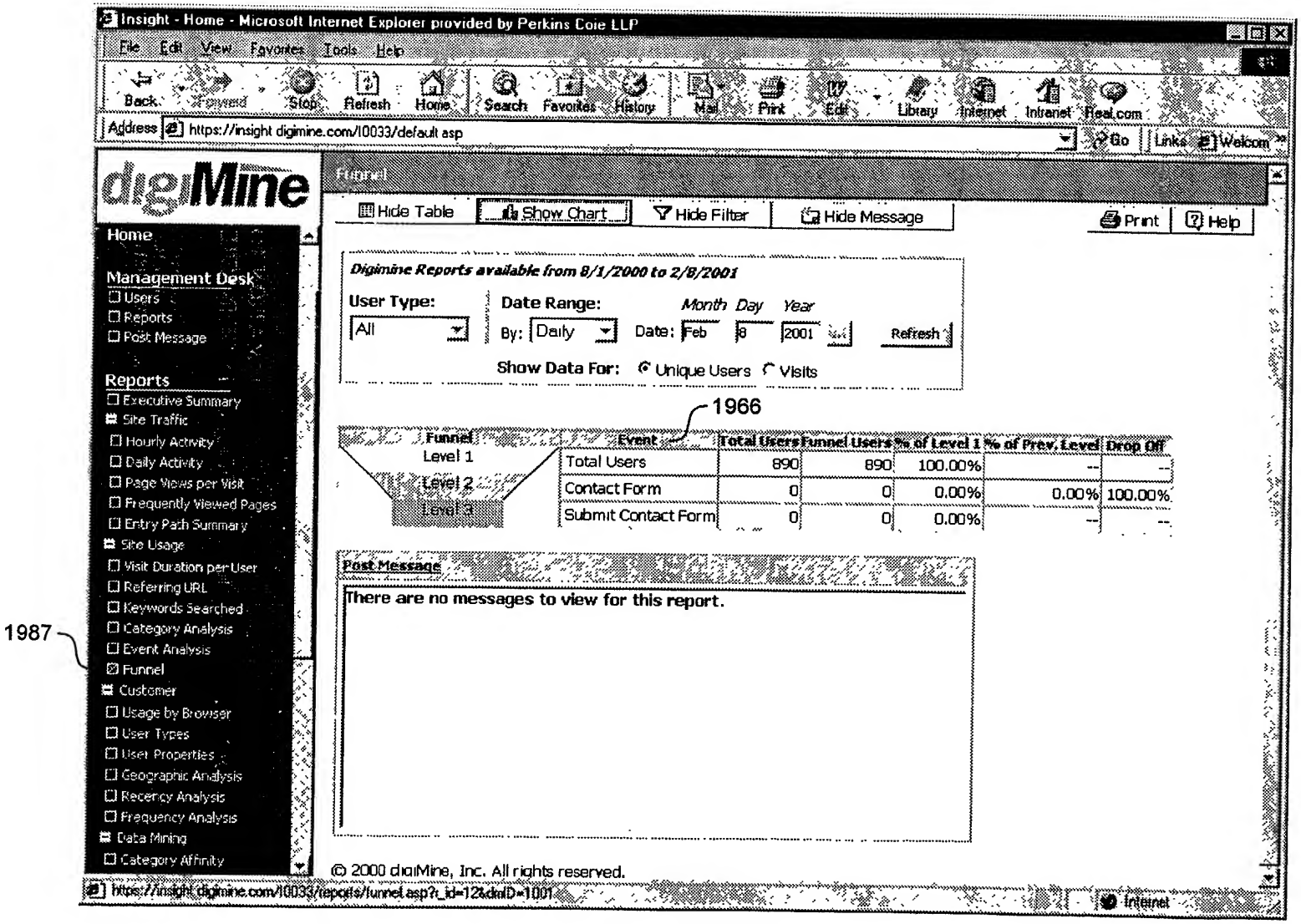
https://insight.digimine.com/l0033/reports/eventAnalysis.asp?r_id=11&mID=1001
Internet

Fig. 19AB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File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Library Internet Intranet Real.com
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Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
1987
Funnel
Hide Table
Show Chart
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Daily
Date: Month Feb Day 8 Year 2001
Refresh
Show Data For: Unique Users Visits
1966
Funnel
Level 1
Level 2
Level 3
Event
Total Users
Funnel Users
% of Level 1
% of Prev. Level
Drop Off
Total Users 890 890 100.00% -- --
Contact Form 0 0 0.00% 0.00% 100.00%
Submit Contact Form 0 0 0.00% -- --
Post Message
There are no messages to view for this report.
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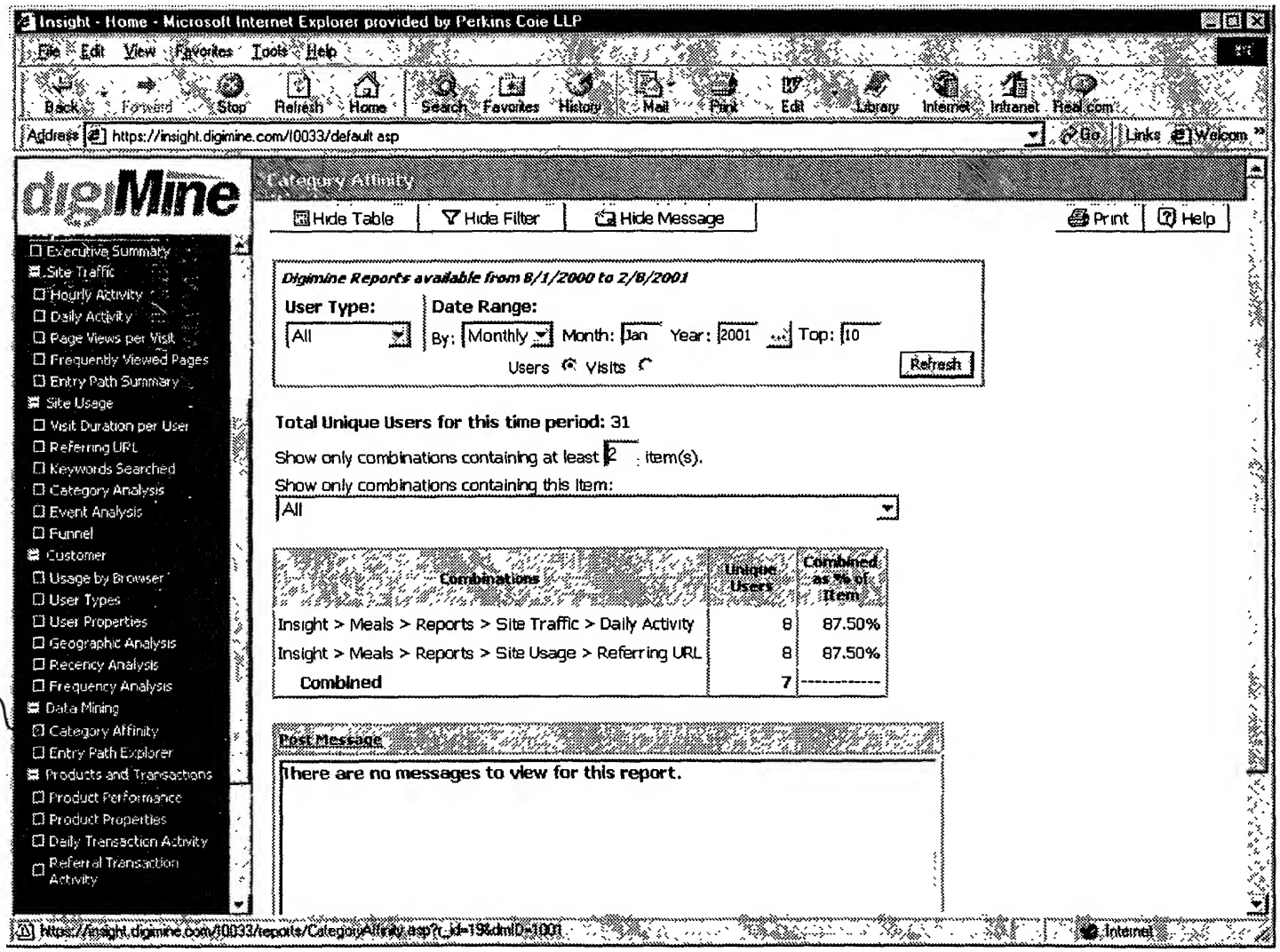
https://insight.digimine.com/10033/reports/funnel.asp?t_id=12&daID=1001
Internet

Fig. 19AC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File Edit View Favorites Tools Help
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Address https://insight.digimine.com/I0033/default.asp
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digMine
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Page Views per Visit
Frequently Viewed Pages
Entry Path Summary
Site Usage
Visit Duration per User
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
Entry Path Explorer
Products and Transactions
Product Performance
Product Properties
Daily Transaction Activity
Referral Transaction Activity
1988
Category Affinity
Hide Table
Hide Filter
Hide Message
Print
Help
Digimine Reports available from 8/1/2000 to 2/8/2001
User Type:
All
Date Range:
By: Monthly Month: Jan Year: 2001 Top: 10
Users Visits
Refresh
Total Unique Users for this time period: 31
Show only combinations containing at least 2 item(s).
Show only combinations containing this Item:
All
Combinations
Unique Users
Combined as % of Item
Insight > Meals > Reports > Site Traffic > Daily Activity 8 87.50%
Insight > Meals > Reports > Site Usage > Referring URL 8 87.50%
Combined 7
Post Message
There are no messages to view for this report.
https://insight.digimine.com/I0033/reports/CategoryAffinity.asp?r_id=19&dmID=1001
Internet

Fig. 19AD

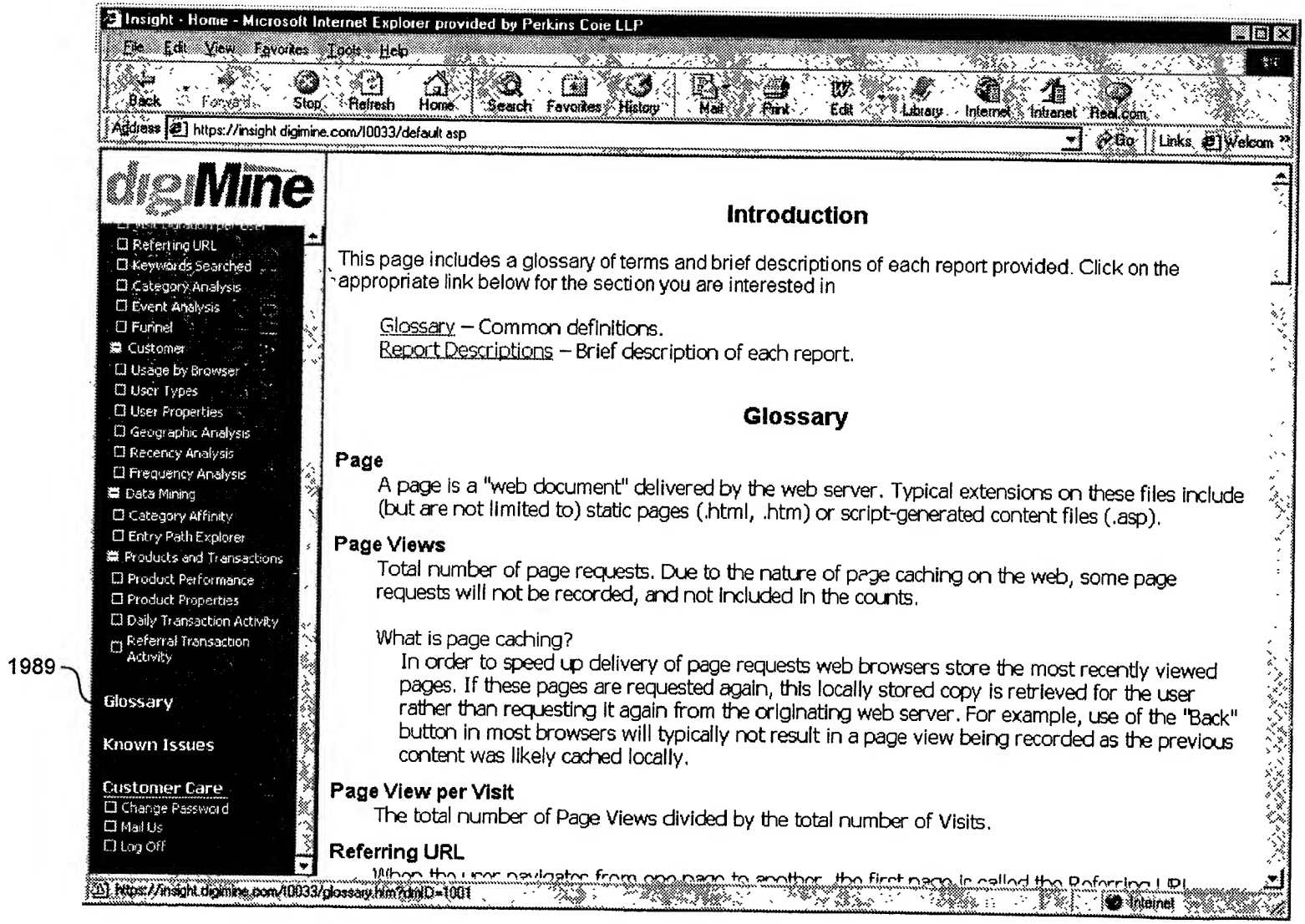
Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Library Internet Intranet Real.com
Address https://insight.digimine.com/10033/default.asp
Go Links Welcom
digiMine
Referring URL
Keywords Searched
Category Analysis
Event Analysis
Funnel
Customer
Usage by Browser
User Types
User Properties
Geographic Analysis
Recency Analysis
Frequency Analysis
Data Mining
Category Affinity
Entry Path Explorer
Products and Transactions
Product Performance
Product Properties
Daily Transaction Activity
Referral Transaction Activity
1989
Glossary
Known Issues
Customer Care
Change Password
Mail Us
Log Off
Introduction
This page includes a glossary of terms and brief descriptions of each report provided. Click on the appropriate link below for the section you are interested in
Glossary – Common definitions.
Report Descriptions – Brief description of each report.
Glossary
Page
A page is a "web document" delivered by the web server. Typical extensions on these files include (but are not limited to) static pages (.html, .htm) or script-generated content files (.asp).
Page Views
Total number of page requests. Due to the nature of page caching on the web, some page requests will not be recorded, and not included in the counts.
What is page caching?
In order to speed up delivery of page requests web browsers store the most recently viewed pages. If these pages are requested again, this locally stored copy is retrieved for the user rather than requesting it again from the originating web server. For example, use of the "Back" button in most browsers will typically not result in a page view being recorded as the previous content was likely cached locally.
Page View per Visit
The total number of Page Views divided by the total number of Visits.
Referring URL
https://insight.digimine.com/10033/glossary.htm?dmID=1001
Internet

Fig. 19AE

digiMine Services Overview

digiMine

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service benefits | take the quiz | how digimine works | request info

Overview

Data Sheet

(91 KB, Requires

digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digiMine(SM) Services include:

1. digiMine Warehousing Services — 1912
2. digiMine Analytic Services — 1914
3. digiMine Data Mining Services — 1916
4. digiMine Data Generation Services — 2005

http://www.digimine.com/services/

Fig. 20

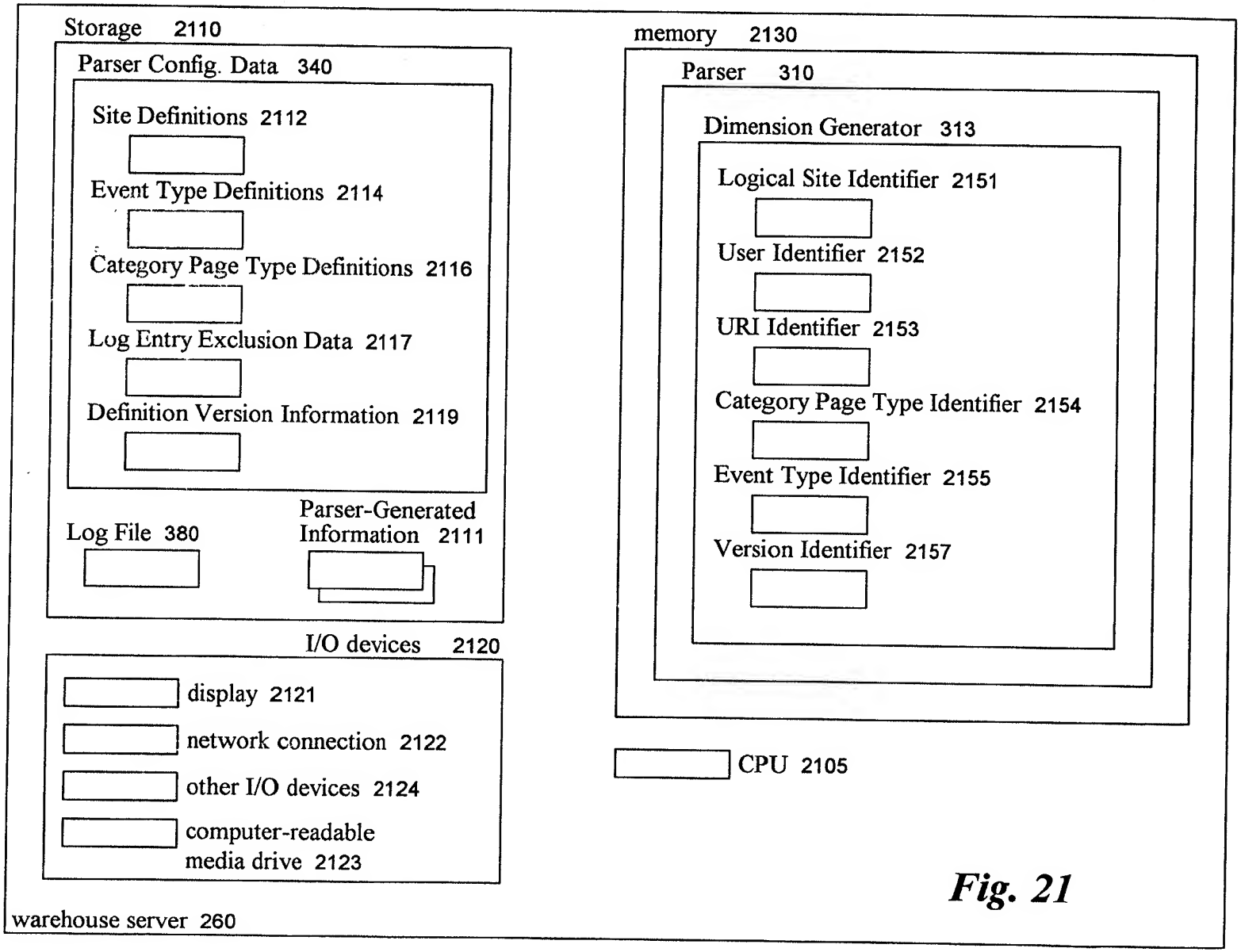
Storage 2110
Parser Config. Data 340
Site Definitions 2112
Event Type Definitions 2114
Category Page Type Definitions 2116
Log Entry Exclusion Data 2117
Definition Version Information 2119
Log File 380
Parser-Generated Information 2111
I/O devices 2120
display 2121
network connection 2122
other I/O devices 2124
computer-readable media drive 2123
warehouse server 260
memory 2130
Parser 310
Dimension Generator 313
Logical Site Identifier 2151
User Identifier 2152
URI Identifier 2153
Category Page Type Identifier 2154
Event Type Identifier 2155
Version Identifier 2157
CPU 2105

Fig. 21

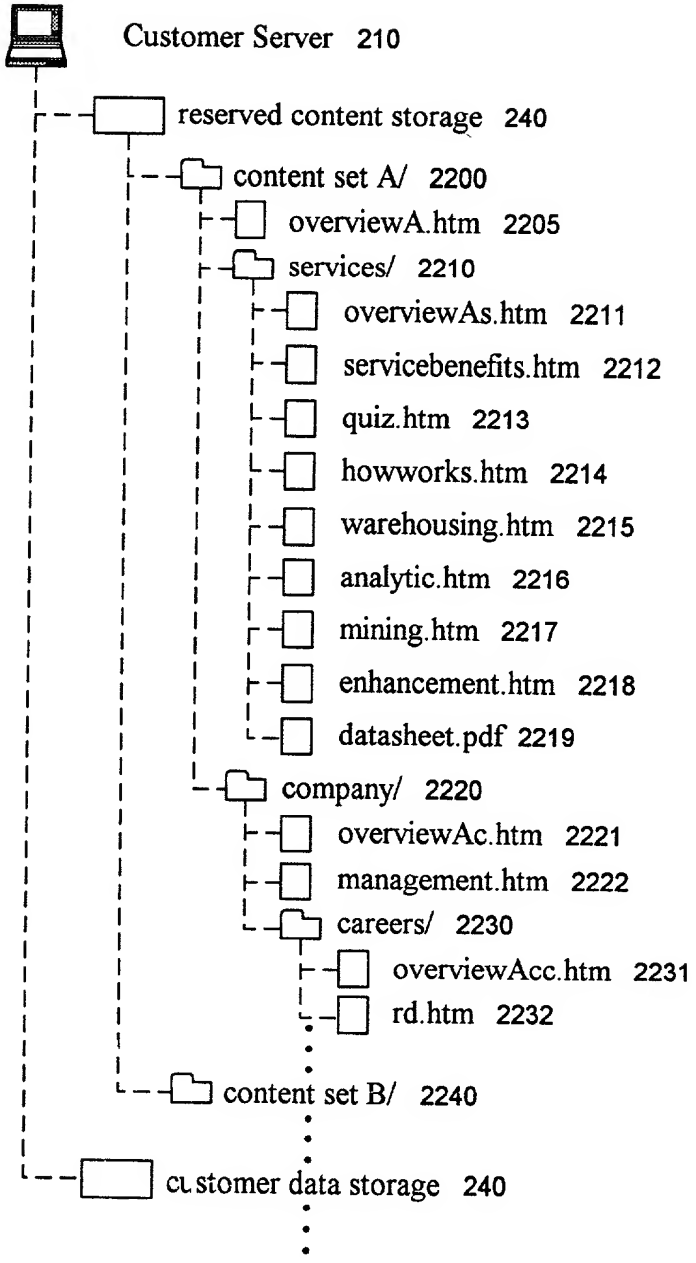
Customer Server 210
reserved content storage 240
content set A/ 2200
overviewA.htm 2205
services/ 2210
overviewAs.htm 2211
servicebenefits.htm 2212
quiz.htm 2213
howworks.htm 2214
warehousing.htm 2215
analytic.htm 2216
mining.htm 2217
enhancement.htm 2218
datasheet.pdf 2219
company/ 2220
overviewAc.htm 2221
management.htm 2222
careers/ 2230
overviewAcc.htm 2231
rd.htm 2232
content set B/ 2240
customer data storage 240

Fig. 22A

Content Set A
Category Hierarchy Table 2250

Category 2251	ID 2252	Category Parent 2253
Services	1	—
Company	2	—
Media Center	3	—
Analysis	4	—
Service Benefits	5	1
Take the Quiz	6	1
⋮		
Careers	20	2
⋮		
R&D	30	20
QA	31	20
⋮		

Content Set A Content Category Table 2260

Content 2261	Category Page Type Definition ID 2262
overviewA.htm	—
overviewAs.htm	1
servicebenefits.htm	1
⋮	
rd.htm	30
⋮	

Fig. 22B

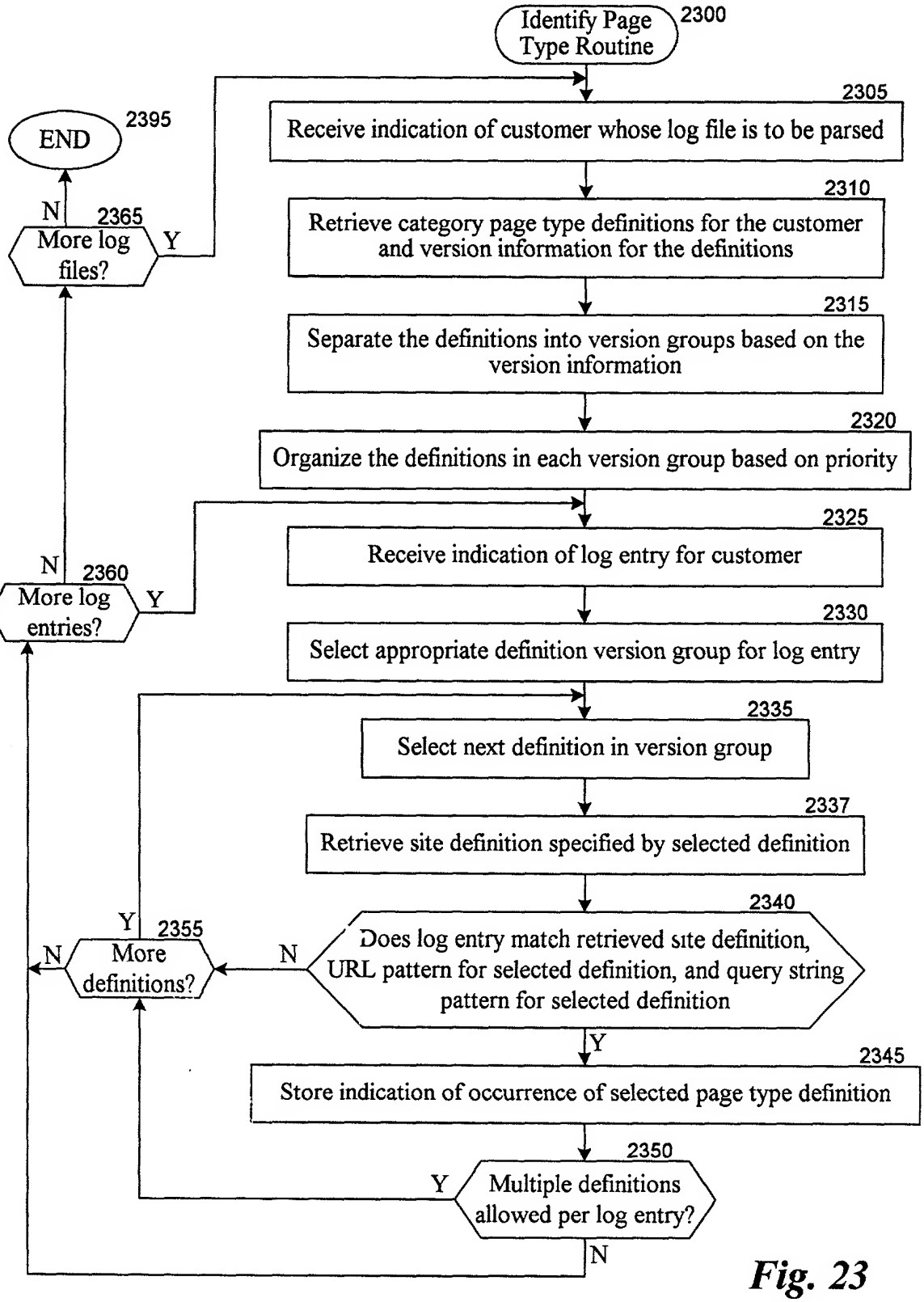
Identify Page Type Routine
2300
2305
Receive indication of customer whose log file is to be parsed
2310
Retrieve category page type definitions for the customer and version information for the definitions
2315
Separate the definitions into version groups based on the version information
2320
Organize the definitions in each version group based on priority
2325
Receive indication of log entry for customer
2330
Select appropriate definition version group for log entry
2335
Select next definition in version group
2337
Retrieve site definition specified by selected definition
2340
Does log entry match retrieved site definition, URL pattern for selected definition, and query string pattern for selected definition
N
Y
2345
Store indication of occurrence of selected page type definition
2350
Multiple definitions allowed per log entry?
Y
N
2355
More definitions?
Y
N
2360
More log entries?
N
Y
2365
More log files?
N
Y
END
2395

Fig. 23

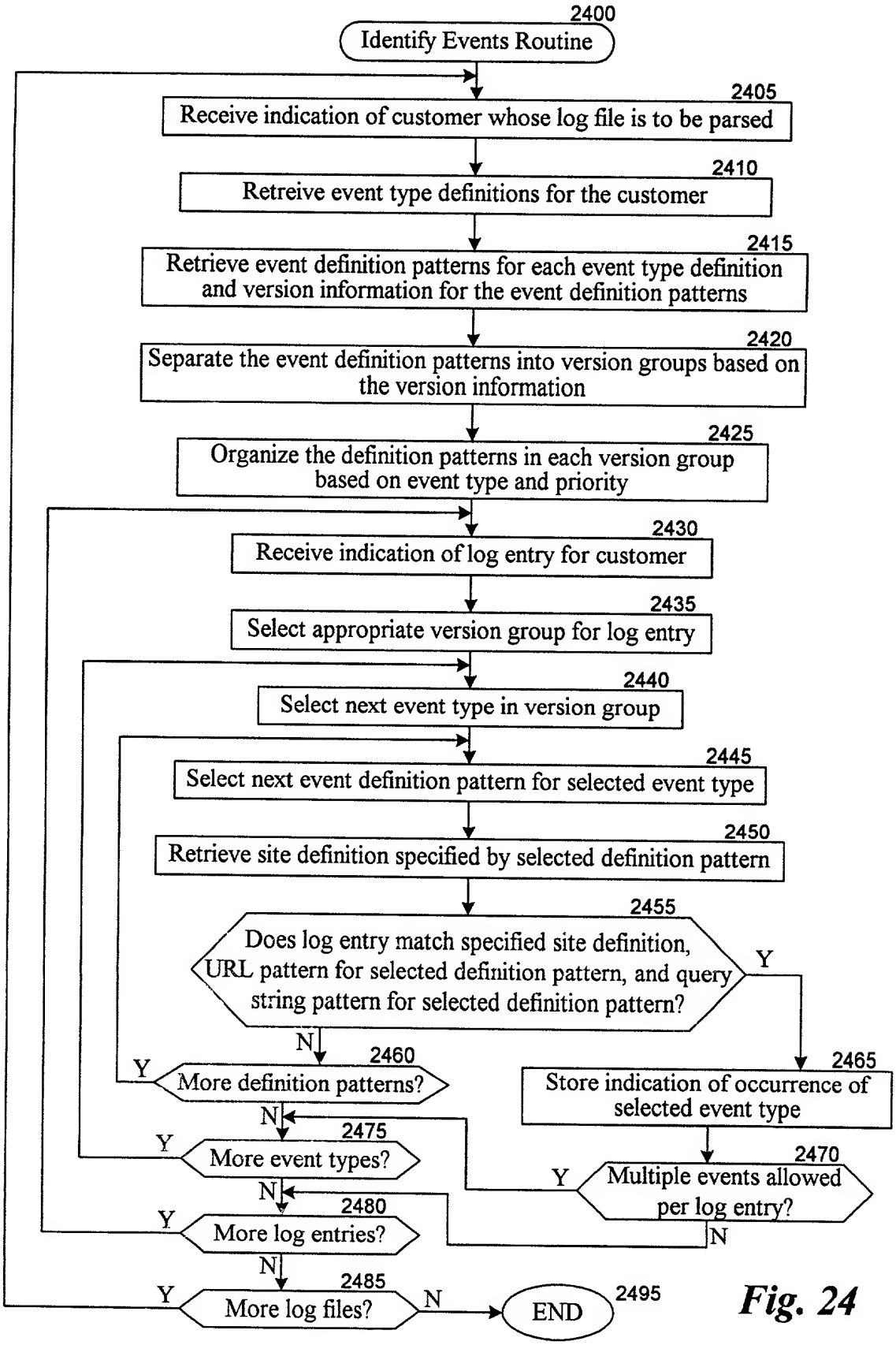
2400
Identify Events Routine
2405
Receive indication of customer whose log file is to be parsed
2410
Retreive event type definitions for the customer
2415
Retrieve event definition patterns for each event type definition and version information for the event definition patterns
2420
Separate the event definition patterns into version groups based on the version information
2425
Organize the definition patterns in each version group based on event type and priority
2430
Receive indication of log entry for customer
2435
Select appropriate version group for log entry
2440
Select next event type in version group
2445
Select next event definition pattern for selected event type
2450
Retrieve site definition specified by selected definition pattern
2455
Does log entry match specified site definition, URL pattern for selected definition pattern, and query string pattern for selected definition pattern?
Y
N
2460
More definition patterns?
Y
N
2465
Store indication of occurrence of selected event type
2475
More event types?
Y
N
2470
Multiple events allowed per log entry?
Y
N
2480
More log entries?
Y
N
2485
More log files?
Y
N
2495
END

Fig. 24

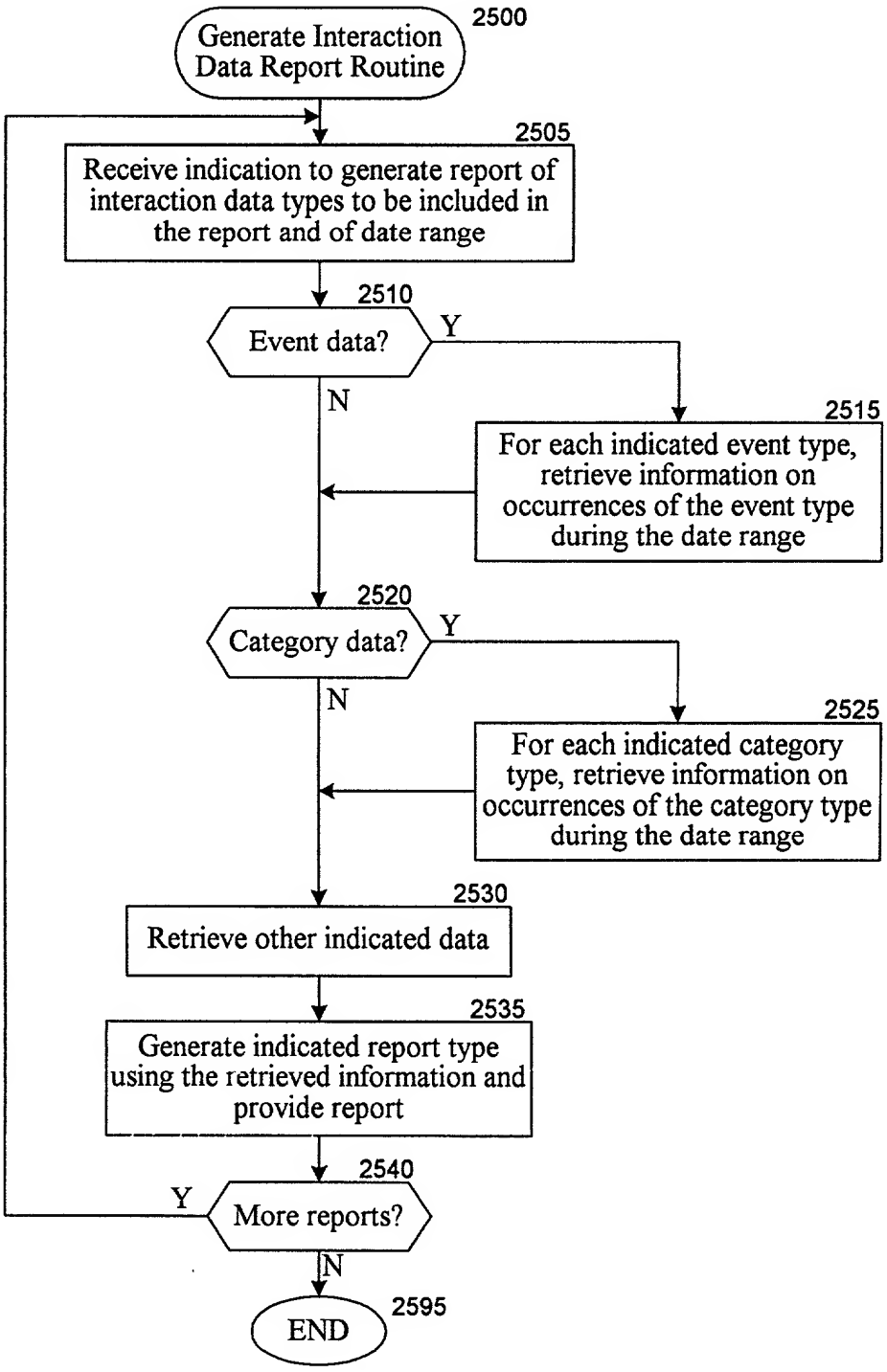
Generate Interaction Data Report Routine
2500
2505
Receive indication to generate report of interaction data types to be included in the report and of date range
2510
Event data?
Y
N
2515
For each indicated event type, retrieve information on occurrences of the event type during the date range
2520
Category data?
Y
N
2525
For each indicated category type, retrieve information on occurrences of the category type during the date range
2530
Retrieve other indicated data
2535
Generate indicated report type using the retrieved information and provide report
2540
More reports?
Y
N
END
2595

Fig. 25

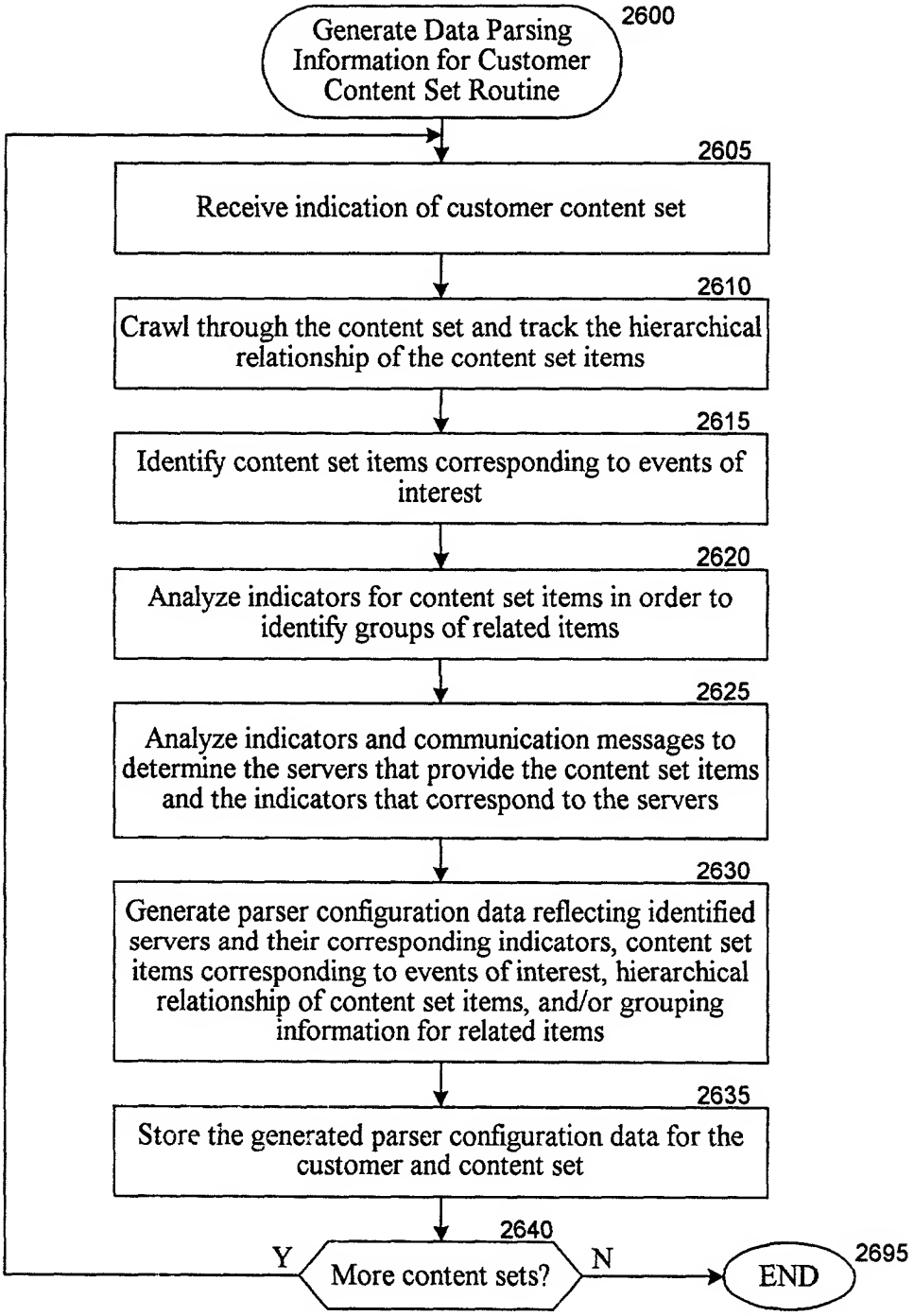
Generate Data Parsing Information for Customer Content Set Routine
2600
2605
Receive indication of customer content set
2610
Crawl through the content set and track the hierarchical relationship of the content set items
2615
Identify content set items corresponding to events of interest
2620
Analyze indicators for content set items in order to identify groups of related items
2625
Analyze indicators and communication messages to determine the servers that provide the content set items and the indicators that correspond to the servers
2630
Generate parser configuration data reflecting identified servers and their corresponding indicators, content set items corresponding to events of interest, hierarchical relationship of content set items, and/or grouping information for related items
2635
Store the generated parser configuration data for the customer and content set
2640
Y
More content sets?
N
END
2695

Fig. 26

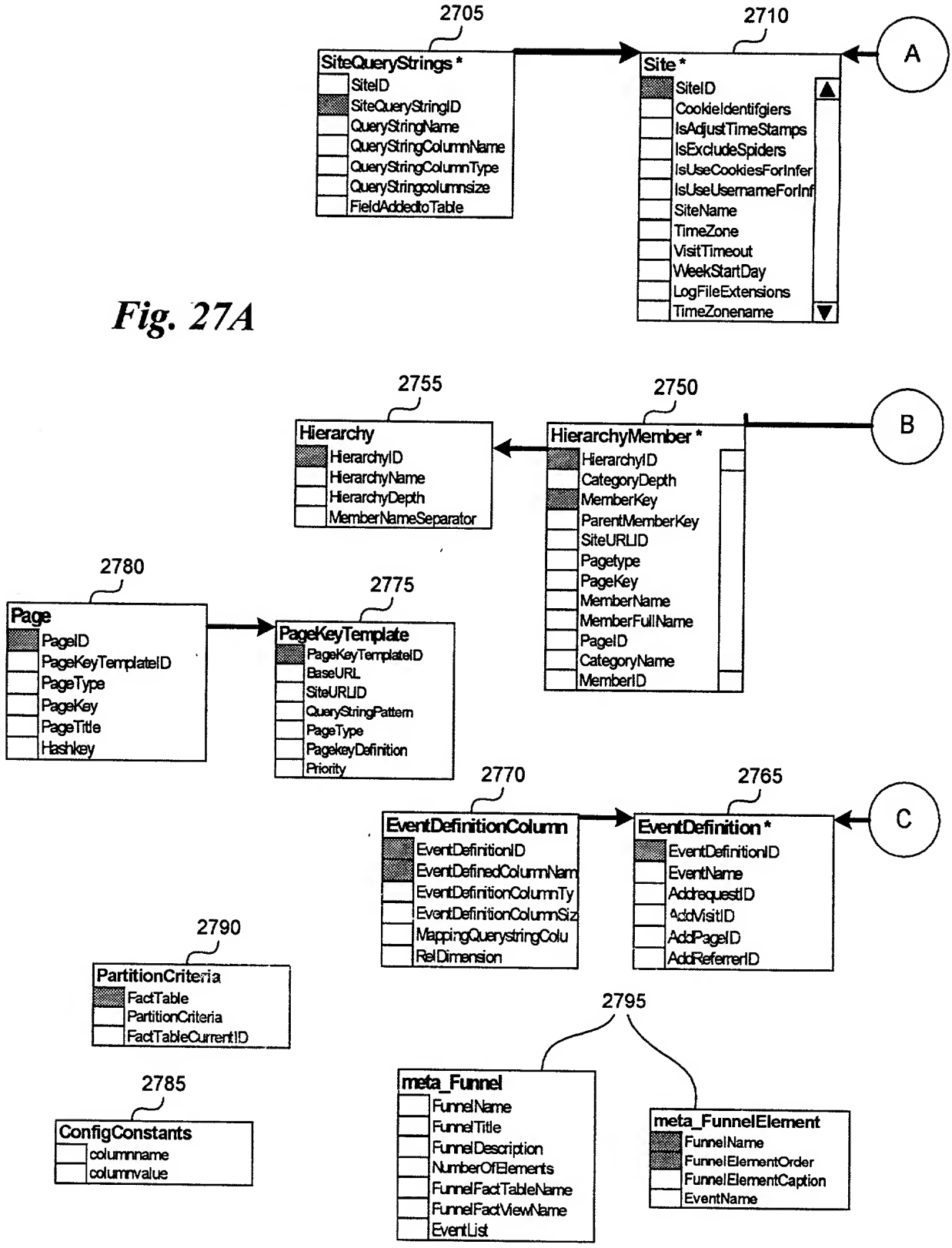
2705
SiteQueryStrings *
SiteID
SiteQueryStringID
QueryStringName
QueryStringColumnName
QueryStringColumnType
QueryStringcolumnsize
FieldAddedtoTable
2710
Site *
SiteID
CookieIdentifgiers
IsAdjustTimeStamps
IsExcludeSpiders
IsUseCookiesForInfer
IsUseUsernameForInf
SiteName
TimeZone
VisitTimeout
WeekStartDay
LogFileExtensions
TimeZonename
A
2755
Hierarchy
HierarchyID
HierarchyName
HierarchyDepth
MemberNameSeparator
2750
HierarchyMember *
HierarchyID
CategoryDepth
MemberKey
ParentMemberKey
SiteURLID
Pagetype
PageKey
MemberName
MemberFullName
PageID
CategoryName
MemberID
B
2780
Page
PageID
PageKeyTemplateID
PageType
PageKey
PageTitle
Hashkey
2775
PageKeyTemplate
PageKeyTemplateID
BaseURL
SiteURLID
QueryStringPattern
PageType
PagekeyDefinition
Priority
2770
EventDefinitionColumn
EventDefinitionID
EventDefinedColumnNam
EventDefinitionColumnTy
EventDefinitionColumnSiz
MappingQuerystringColu
RelDimension
2765
EventDefinition *
EventDefinitionID
EventName
AddrequestID
AddVisitID
AddPageID
AddReferrerID
C
2790
PartitionCriteria
FactTable
PartitionCriteria
FactTableCurrentID
2795
meta_Funnel
FunnelName
FunnelTitle
FunnelDescription
NumberOfElements
FunnelFactTableName
FunnelFactViewName
EventList
meta_FunnelElement
FunnelName
FunnelElementOrder
FunnelElementCaption
EventName
2785
ConfigConstants
columnname
columnvalue

Fig. 27A

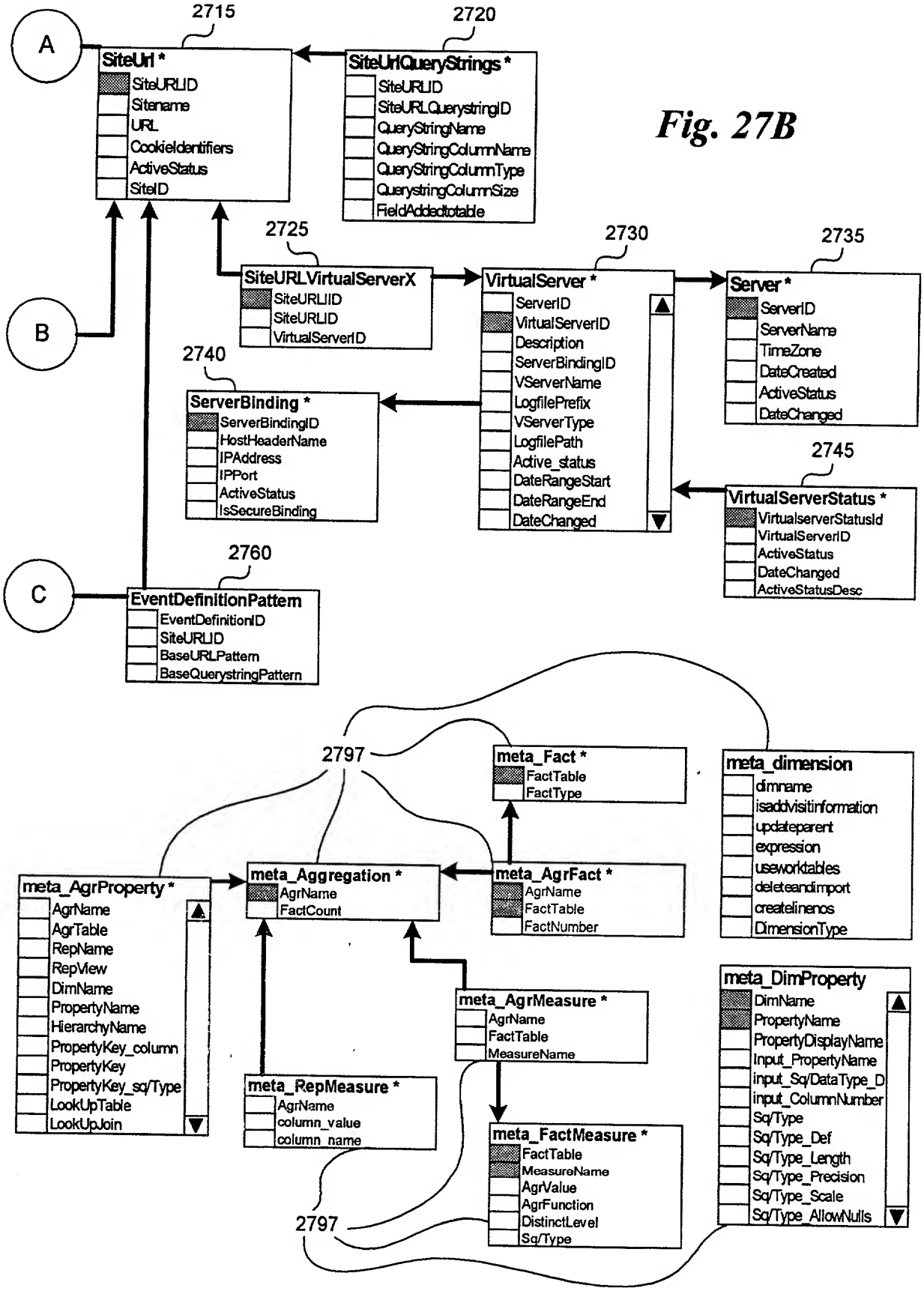
A
B
C
2715
2720
SiteUrl *
SiteURLID
Sitename
URL
CookieIdentifiers
ActiveStatus
SiteID
SiteUrlQueryStrings *
SiteURLID
SiteURLQuerystringID
QueryStringName
QueryStringColumnName
QueryStringColumnType
QuerystringColumnSize
FieldAddedtotable
2725
2730
2735
SiteURLVirtualServerX
SiteURLIID
SiteURLID
VirtualServerID
VirtualServer *
ServerID
VirtualServerID
Description
ServerBindingID
VServerName
LogfilePrefix
VServerType
LogfilePath
Active_status
DateRangeStart
DateRangeEnd
DateChanged
Server *
ServerID
ServerName
TimeZone
DateCreated
ActiveStatus
DateChanged
2740
2745
ServerBinding *
ServerBindingID
HostHeaderName
IPAddress
IPPort
ActiveStatus
IsSecureBinding
VirtualServerStatus *
VirtualserverStatusId
VirtualServerID
ActiveStatus
DateChanged
ActiveStatusDesc
2760
EventDefinitionPattern
EventDefinitionID
SiteURLID
BaseURLPattern
BaseQuerystringPattern
2797
meta_Fact *
FactTable
FactType
meta_dimension
dimname
isaddvisitinformation
updateparent
expression
useworktables
deleteandimport
createlinencs
DimensionType
meta_AgrProperty *
AgrName
AgrTable
RepName
RepView
DimName
PropertyName
HierarchyName
PropertyKey_column
PropertyKey
PropertyKey_sq/Type
LookUpTable
LookUpJoin
meta_Aggregation *
AgrName
FactCount
meta_AgrFact *
AgrName
FactTable
FactNumber
meta_AgrMeasure *
AgrName
FactTable
MeasureName
meta_DimProperty
DimName
PropertyName
PropertyDisplayName
Input_PropertyName
input_Sq/DataType_D
input_ColumnNumber
Sq/Type
Sq/Type_Def
Sq/Type_Length
Sq/Type_Precision
Sq/Type_Scale
Sq/Type_AllowNulls
meta_RepMeasure *
AgrName
column_value
column_name
meta_FactMeasure *
FactTable
MeasureName
AgrValue
AgrFunction
DistinctLevel
Sq/Type
2797

Fig. 27B